

November, 1920

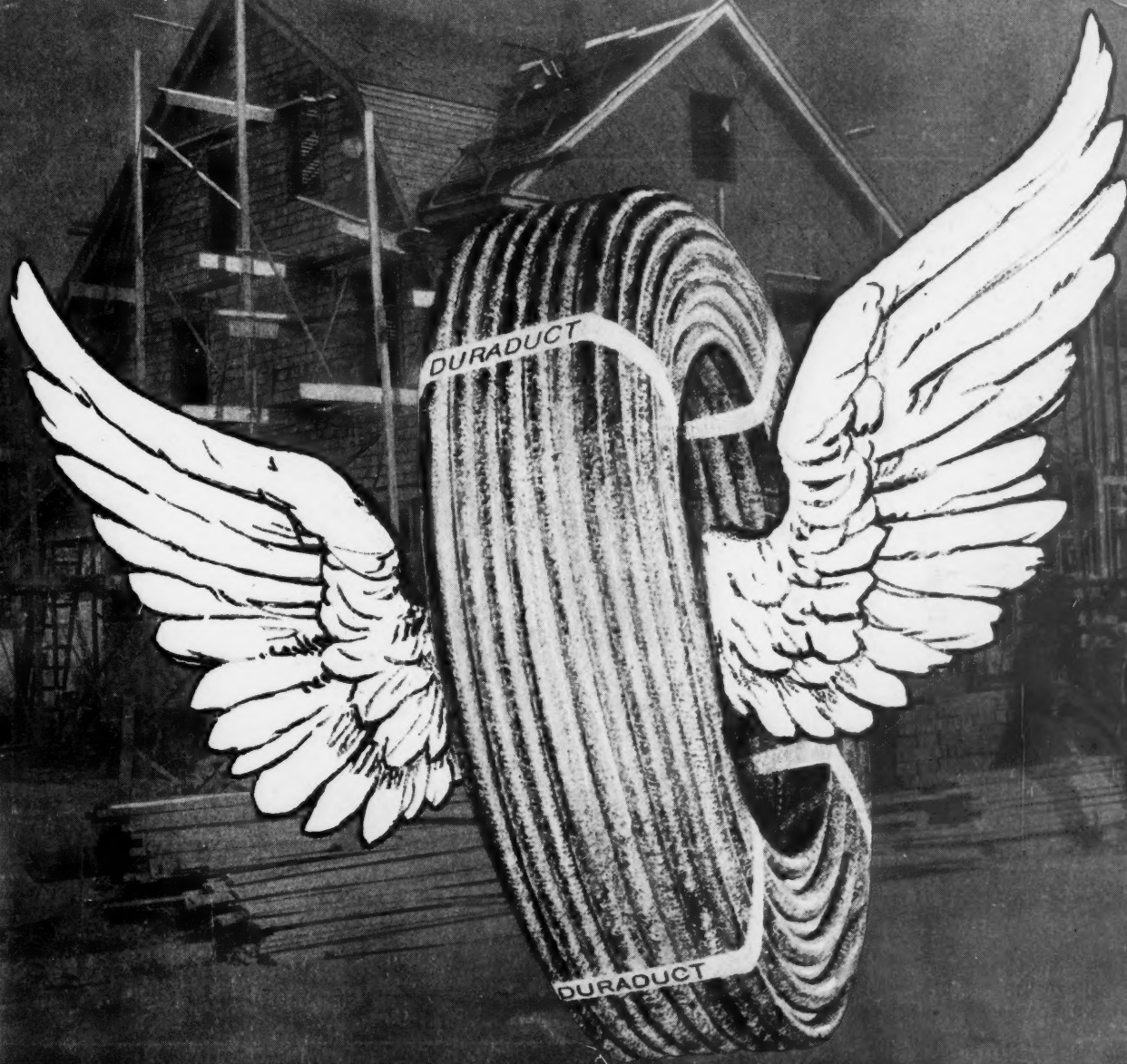
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# Electrical Merchandising

Vol. XXIV, No. 5

McGraw-Hill Company, Inc., New York

25 Cents a Copy



For Speedy Work  
**DURADUCT**  
that's all—

**T**HIS advertisement, which appears in the Nov. 27th issue of the Saturday Evening Post, is the tenth in the Edison Mazda Lamp series depicting the theme "Light is the Life of the Home."

*This  
is the room  
that light made*

**T**HE old fashioned parlor with the shades pulled down—what has become of it? It passed, with the passing of the kerosene lamp, and the living room took its place. Parlors were gloomy; living rooms glow. Folks "sat" in those days; now they play. And the magic that has wrought the change is the magic of good light.

Let your living room glow with the sun by day, with the Edison MAZDA Lamps at night. Of all your rooms it deserves the best light; for it is the room that *light made*



© E. L. W. of G. E. Co. The tenth of a series painted by NORMAN ROCKWELL for the Edison Lamp Works.

**M**ANY a room that looks as though it needed redecorating needs only relighting. It is marvelous what a change Edison MAZDA Lamps, properly placed, can make.

Take your lighting problem to the Edison MAZDA Lamp agent in your town and consult with him.

And remember that the Edison MAZDA mark is a visible sign of MAZDA Service—the ceaseless activity of the vast Research Laboratories of the General Electric Company, striving always for better, brighter, cheaper light.



# EDISON MAZDA LAMPS

EDISON LAMP WORKS OF GENERAL ELECTRIC COMPANY





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Of This Number 13,500 Copies Are Issued

*One Flag, One Country;  
One Voltage, One Frequency;  
and One Kind of  
Attachment Plug!*



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# Electrical Merchandising

The Monthly Magazine of the Electrical Trade

Vol. 24

November, 1920

No. 5

## Solving the Situation of White-Paper Supply

**M**ORE than a year ago the editors and publishers of ELECTRICAL MERCHANDISING, faced by the increasing pressure on our columns and the need for more frequent news service with the growth of activity in the electrical selling field, determined that this magazine would shortly have to be published twice a month if we were to continue to render to the growing industry the full service demanded by the trade and by our own publishing ideals.

In fact, we had all our plans made to start issuing ELECTRICAL MERCHANDISING on a semi-monthly basis with May of this year, then with September.

But meanwhile came the paper shortage. You probably have heard about it, from one source or another. It has been some shortage! Ask any publisher of your acquaintance, and note his new gray hairs acquired since last April. Ask your home town newspaper editor if there has been a paper shortage. He knows!

Even a great organization like the McGraw-Hill Company, with all the resources of the largest technical publishing house in the world, has been hard put for its paper supply. There were weeks when we have had barely seven days' stock of paper ahead of our presses. And even for this hand-to-mouth supply our expert paper men had to ransack the paper markets of the whole continent. The situation continued thus serious so long that as publishers we were finally forced to take steps to insure a future supply.

### OUR OWN MILL, AND PAPER STOCK FOR YEARS TO COME

In June, therefore, the McGraw-Hill Company, with another publishing house, purchased, at an outlay of \$3,000,000, its own paper mill in the Adirondacks, together with a tract of 75,000 acres of standing timber, enough to keep it in paper stock for some years to come.

But even that didn't end our immediate troubles. Unhappily the machinery in the mill we were lucky enough to get had been designed for the making of rough strawboard and not the white paper on which this is printed. So work had to be begun immediately to get in new machinery and to change over the whole mill. Ever since the summer this work has been going on as rapidly as possible. But now, with all the delays of paper machinery manufacture and railroad transportation, it looks as if our own production of white magazine paper will not be coming through until some time in 1921.

And there you have the inside explanation of our delay in making good on our own printed announcement that ELECTRICAL MERCHANDISING would be a semi-monthly this year, as we confidently expected. The delay has been a matter of keen disappointment to every man and woman connected with the magazine.

Until that mill of ours gets to turning out white paper, we don't want to hazard setting another date for ELECTRICAL MERCHANDISING to become a semi-monthly. But we can promise that it will be the earliest date possible consistent with proper paper supply and good business judgment.

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## We Need an "Industrial Lighting Demonstration Room" Like This in Every Manufacturing Center in America!



A demonstration of "better factory illumination" given for the National Association of Electrical Contractors and Dealers at Baltimore, Oct. 8

**B**ETTER factory lighting can be merchandised to executives of manufacturing concerns with a "demonstration room" like this, just as the fundamental ideas underlying better factory lighting were "sold" to these 300 electrical men who witnessed the demonstration in Baltimore.

The Baltimore demonstration equipment had been installed semi-permanently in the basement cafeteria of the local electric lighting company's building. Industrial lighting installations of various types—from bare carbon lamps to the latest high-powered units in RLM reflectors—were mounted on the ceiling, each system controlled from a separate switch. Each table was provided with a foot-candle meter, with which the light given by each system could be measured and compared, as one system after another was switched on. Castings and other objects on

the tables enabled comparisons to be made of shadows, glare and "good seeing" generally.

As the lecturers proceeded the audience followed, with both eye and ear, the unfolding of the principles of good lighting. As one electrical man remarked: "It was as entertaining as a movie, and in thirty minutes I learned more about the principles of illumination than I ever got from all the books."

But the purpose of a demonstration room like this is not alone to instruct electrical men in good lighting. Its principal commercial usefulness is to show the men responsible for good lighting in mills, factories, shops and commercial buildings—architects, engineers, manufacturers, mill owners, executives and superintendents—the value of bringing their lighting equipment up to date. (See page 241.)



# Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Volume 24

November, 1920

Number 5

## The Second Annual "Fixture Market" Buffalo, February, 1921

**I**N ELMWOOD MUSIC HALL, Buffalo, N. Y., during the week of Feb. 15, 1921, there is to be held the second annual Fixture Market of the lighting-fixture industry. This 1921 Fixture Market continues the movement for an annual gathering of the fixture interests of the country—manufacturers, jobbers and dealers—begun so auspiciously with the first Fixture Market, held at Detroit, just a year before.

Big things are undoubtedly ahead for the electrical fixture industry during the next few years, and the annual Fixture Market can be a great outstanding force in the development of the fixture business, in proportion as it provides the opportunity for making the fixture industry thoroughly acquainted with itself and with its problems of design, manufacture, and merchandising.

New and revolutionary designs, for example, are bound to come in our electrical fixtures within a few years. In the past, many fixture designers have copied devotedly the candle and lamp motifs of by-gone ages of lighting. Even a vestige of the gas-light era is seen in the stiff stems of many electrical fixtures today. But with the development of design, must it not soon follow that we shall have more "purely electrical fixtures," fixtures embodying graceful applications of fundamental artistic lines and principles to our

wonderful new electrical illuminant, with all its flexibility of use and arrangements?

A Fixture Market will make for the rapid spread of progressive ideas as fast as they are originated. It will stimulate mutual confidence in fixture selling. It will help drive secrecy and selfishness out of the business, and by throwing wide the doors it will begin a powerful attack upon the evils of the piracy of designs. It will help establish authoritative styles and modes in *fixtures*—even perhaps approaching the ultimate goal of an *annual style change* in fixture patterns. And with the new conceptions we are getting of fixtures as "lighting furniture," fixtures of the future will not be "fixed," but rather changeable at will, suiting the mood and tastes of the owner.

In this Lighting Fixture Market, therefore, we see much more than just a fixture show. We see the exhibits and the related conventions in the Elmwood Music Hall at Buffalo, February 15 to 21, as the very *lighting-fixture symposium of 1921* voicing new tendencies in the art, shaping the business course of a great industry, and infusing new ideas and spirit into the fixture field!

The 1921 Lighting Fixture Market, as we forecast it, will be an event no fixture man can afford to miss.

# To Get Building Started!

Despite Housing Shortage and Unparalleled Demand for Buildings of Every Kind, the Construction Industry Now Finds Itself Almost at a Standstill, Tying Up the Electrical Contractor by Absence of New Work—Causes and Solution of Present Deadlock Sought by National Congress of the Building Industry—Tremendous Activity Seen Ahead for All Lines When Building Starts to Catch Up

By SULLIVAN W. JONES

Secretary Permanent Congress of the Building and Construction Industries

**T**HE electrical industry, some months ago, began to develop a consciousness of the fact that all of its branches together constituted one single functional unit. That is, the people who manufacture apparatus, supplies and appliances, the people who buy these products for resale, the contractors, the engineers and the power companies whose current makes possible the use of and creates the demand for these products all began to understand the following fundamentals:

First, that if for any reason apparatus, supplies and appliances are not produced in quantities adequate to meet demand, the growth of the power company is checked, those who buy for resale suffer a curtailment of business, the contractor and engineer cannot serve to full capacity.

Second, that if the contractor is prevented from performing his function of construction through a stoppage by reason of any cause, demand for the products of the electrical manufacturer and for the service of the power company suffers a proportionate shrinkage.

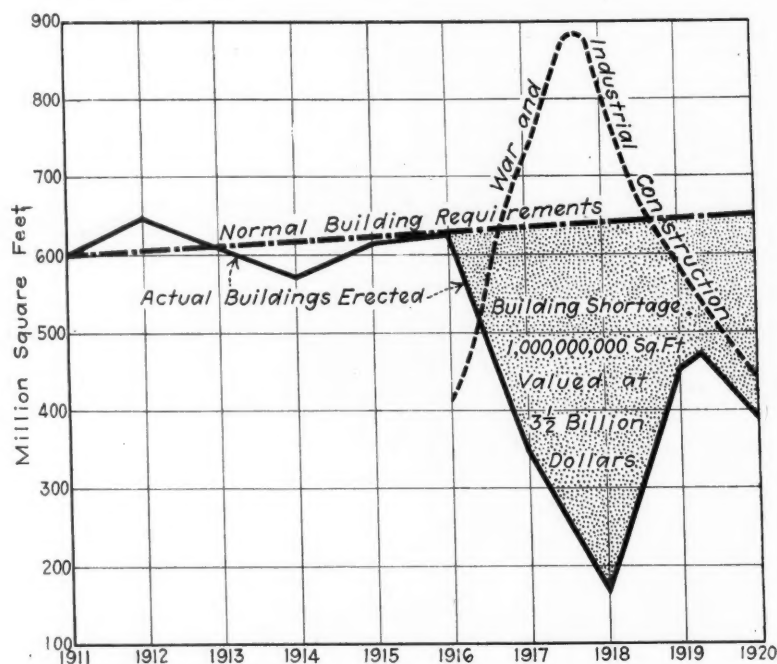
Third, that if the power company is unable to enlarge its plant and extend its distributing system, the manufacturer, the contractor, the engineer, the wholesale and retail distributors of the industry's products all face the danger of having the business stream back up on them.

Fourth, that any stoppage anywhere in the process by which the industry's products pass from the manufacturer into use by the ultimate consumer affects adversely each and every man who participates in that process, and consequently,

the cause of a failure to function by any element of the industry, or of failure to function in harmony with all other elements, is the direct concern of the whole industry.

Fifth, that every problem involving the performance of function, even though it affects directly only

The electrical contractor's function is performed in connection with building—particularly and largely in connection with new construction. He is not now functioning because there is little and, as the days pass, less new construction. His failure to function affects those from whom



In the United States we are now "behind," and need at once:

1,300,000 homes	20,000 churches and theaters
45,000 factories	14,000 railway stations and freight sheds
5,500 apartments	

The building trades have ahead of them five or more of the biggest years of their history, while they are catching up with this accumulated shortage in construction of all kinds.—*Editor.*

one branch or element of the industry, necessarily becomes an industry problem.

That is merely another way of stating the theme of A. Emory Wishon's story of "Self-Interest."

he buys the electrical products he uses and consequently also the manufacturer of those products.

It is a matter of vital interest to the electrical contractor, therefore, and those in the electrical industry



who stand behind him, that the building industry, the industry which makes him a consumer of electrical products, which gives him a living, and which furnishes part of the living of those in the electrical industry who supply the electrical contractor, is also developing an industry conscience.

Just as a power company's inability to finance its development and service extensions forces the whole electrical industry to pause and do some analytical thinking, so the building industry's inability to secure capital to finance new construction and thus serve itself has given birth to a movement for a national congress as an instrumentality for self-examination and for emphasizing the elemental truth of the functional interdependence of those who contribute labor, technical skill or capital to the construction of buildings.

#### THE BIRTH OF THE CONGRESS IDEA

On August 6 at Atlantic City a handful of men, representative of the engineering and architectural professions, general contractors, sub-contractors, manufacturers of and dealers in materials and equipment and labor, went into conference to consider the situation. They agreed that the great building industry, the industry which furnishes shelter, one of the three prime necessities of life—food, clothing and shelter—the industry which, from the standpoint of the value of its product, is second only to agriculture, has practically ceased to function; that the law of supply and demand as it applies to buildings and construction is inoperative.

They found that the demand for structures of every kind, and particularly for dwellings, was never so great or so critically urgent. Schools, public buildings, roads, public utilities are everywhere needed. The construction industry alone can satisfy the rapidly increasing demand. But it is paralyzed.

Why? they ask themselves.

There were as many answers to this question as there were men present. They decided the question must be put to the entire industry; so they issued a call for a meeting of representative men from all elements of the industry to be held in Chicago on September 27.

The Chicago meeting reached the conclusion that a congress of the

entire industry should be convened, and to that end created an Organizing Committee. The discussions leading up to this conclusion, however, revealed many divergent opinions as to the causes of the building industry's dilemma, which opinions doubtless accurately reflected whole bodies of opinion in the industry. They are worth brief consideration, for they shed a little light on the

players in production be substituted for antagonism?

Yet others insist that the trouble has its roots in the competitive struggle to satisfy selfish ends, a competitive struggle which involves not only individuals in the industry but the functional groups or elements of the industry. Labor, contractors, suppliers of material, capital, each, it is alleged, wants to take

### Building Permits for September, 1920, Only 40 per Cent of Volume of Building for September, 1914

**N**ATIONAL building statistics are usually computed upon the basis of permits issued in some two hundred of the larger cities. Volume is stated in dollars with an accompanying record of the number of permits issued. In September, 1920, the last month for which figures are available, 38,383 permits were issued in 203 cities for buildings of a total valuation of \$101,834,000. If we assume, as we may with a safe margin for conservatism, that the cost of building has doubled since early 1914, this total for September, 1920, in order that it may be compared with valuations in 1914, should be reduced one-half. Thus we may get a true picture of the actual shrinkage that has taken place in the physical volume of construction. In September, 1914, permits were issued for buildings of a total valuation amounting to \$120,379,000, as compared with a total (expressed in 1914 dollars) of \$50,912,000 for September, 1920, a shrinkage of 57 per cent.

true causes of the industry's inability to function and the complexity of the problem that must somehow be solved.

There are those who believe the congress should address itself to the task of reducing prices. The belief is necessarily based upon the assumption that prices are unjustifiably high. Well, are they? Who knows? Perhaps they are, and perhaps not. The congress ought to get the facts.

Others believe the present difficulty is largely due to the non-productivity of labor; that responsibility for current high prices unquestionably rests, at least in part, with labor's organized or individual restriction of output; that the failure of labor to produce to the maximum is the result of class antagonism. There are others fully persuaded that both employers and wage earners are guilty of restricting output and that both are actuated by a desire to make the most possible, and give the least possible in return. How shall employers and wage earners be welded into one functional group? How shall the co-operation of the employed and em-

ployers for itself the major portion of profit in building enterprise. Is that the condition? If it is, how shall a fair division be agreed upon? The congress ought to bring forward a formula that metes out justice and is therefore acceptable to all.

And yet others maintain that the whole situation is due to the refusal of investment capital to go into construction. Capital is not flowing into public utilities, to pay for the enlargement of plants and expansions to distributing systems of the electric power companies, or into electric and steam railways to pay for improvements and extensions. Capital is not flowing into public utilities for the same reason that it is not available for building. The turn-over is too slow, the risks too great and the profits smaller than may be readily secured in commercial transactions.

How are we to make the construction industry more attractive to capital? Shall we do it by securing exemption of mortgages and new structures from taxation and by a repeal of the surplus profits tax?

(Continued on page 250)

Here's a Christmas-Selling Idea for Every Business Day

# From Now On Till Christmas!

If you have been delayed in getting under way with your Christmas merchandising program, ELECTRICAL MERCHANDISING offers this last-minute calendar of thirty-five Christmas-selling "hunches"—thirty-five practical, usable, money-getting ideas—one for every business day from the middle of November to the final wind-up of Christmas selling with the frosty dawn of December Twenty-fifth.

## NOVEMBER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
14	If you have not already planned your Christmas campaign, it is high time to outline a complete program, featuring each appliance line in order, and assigning responsibility for each part of the campaign to some member of your staff.	Go through your stock in detail and see that it is complete for all the Christmas items—particularly the "gift appliances" and the "style merchandise" (like portable lamps and lighting novelties) that will attract the Christmas shopper.	November 17 is none too soon to plan your Christmas decorations for store and show-window. The shop that early reflects the Christmas spirit starts buying and thinking of early Christmas shopping, and benefits in turn!	If your prospect lists are not already up-to-date, get them revised. You must have good lists to send your printed matter to good lists to whom you will write personal letters, and good lists to telephone to.	Of course you have a supply of Christmas circulars to mail to customers. The manufacturers and the Society for Electrical Development have produced some beautiful folders this year. Get them mailed out to your lists.	List up the Christmas articles which will make good window displays. Arrange, if possible, a special display for each week, from now till Christmas. Get a woman member of your family to suggest what gift ideas most appeal to women buyers.
21	Get the other electrical people of the town together, happen at luncheon and discuss plans by which all can cooperate, through newspaper advertising or other means, to push the idea of "Give Something Electrical this year."	Other merchants have been advertising in the newspapers for weeks already, telling their Christmas stories, but the "cream" of the Christmas selling season is still ahead. You can cash in on strong newspaper advertising these remaining weeks.	Make a campaign, by personal call or telephone, to those homes which ought to be wired and suggest a complete electrical installation as a Christmas gift to all the family. Interest the women in the conveniences of electricity.	Go carefully through your stock and dig out the things that have been slow to sell. Fix them up, polish them, renickel them, and get them in shape to be offered as Christmas bargains. Make an absolute clean-up of all dead merchandise.	Remember that the people who have already shown interest in an appliance are the best prospects. Check back over the names of the people you have failed to sell and make them a favored list for Christmas-time approach.	Make a campaign among the other merchants for electrically-lighted Christmas decorations. The larger stores of the community will have elaborate decorations. With a little sales effort you can win this profitable installation business.
28	Lay out a "Gifts for a Man" window. "Gifts for a Woman," "Gifts for a Bride," "Gifts for Old Folks," "Gifts for the Home." Write down the electrical articles for each, also the window "properties" you will need to make each an effective display.	Write to the editors of local papers, the mayor, the fire chief, the police commissioner, and the principal clergymen, calling their attention to the hazards of Christmas-tree fires. Point out the safety of electric Christmas-tree lights.	"Christmas, the time of gift-giving, is the one time of the year when the merchant ceases to be merely a merchant. * * * His every-day character as a seller of goods is lost in the merry hubbub and coming-and-going of busy shoppers. He becomes, without apparently noticing the transformation, a brother, friend, and well-wisher of all of those who come to him for help in making their loved ones happy."—L. KAY.			



# DECEMBER

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

"Now that the war is over there should be no return to the pre-war standard of 'useless-gift' giving. This year impractical, senseless presents should be taboo. It therefore behooves every electrical merchandiser to write into his advertising the idea of the *all-utility* gift, the *all-practical* and *all-artistic* gift—the *electrical gift!*"—J. M. WAKEMAN.

Put up Christmas signs. On your building—*"The Electrical Gift Shop."* In your windows—*"Electric Christmas Gifts."* And inside your store—in dominating positions—*"Give Something Electrical"* and *"Say 'Merry Xmas' Electrically!"*

Get out a confidential letter to husbands, and send it to every man among your customers, addressed to his place of business. Suggest a washer, ironer or cleaner as the ideal gift for wife, mother or daughter. Offer to deliver Xmas morning.

Prepare fifteen or twenty good paste-board signs showing Santa Claus pointing the way to your shop. Tack these up on poles or fences, up and down the street both ways. Such signs will suggest your store to many shoppers.

Follow up the letters you have already written by telephone calls, and in each case try to make a definite appointment with the prospect to come into your store and see a demonstration of the device in which he or she is interested.

Put up a "bulletin" in your window each day, telling about some appliance and how useful it is. Write these "bulletins" on wrapping paper with black crayon. Such bulletins, changed daily, will help clear out slow-moving articles.

Offer special "easy payments" on gifts of \$50 and over in value. The initial payment might be 25 per cent "down" and the remainder in installments. Propose this plan if the customer finds an all-cash purchase too burdensome.

Offer to lend to one Sunday school complete Christmas-tree equipment to light the school tree safely. Get other electrical dealers to fit out other Sunday schools. This will indirectly sell many sets to homes and sets loaned can easily be sold later.

Send a letter to the wives of your customers, similarly marked "Confidential." In it suggest a reading lamp for Friend Husband, or a shaving mug, or an automobile searchlight, or an electric-lighted shaving mirror, or a drink-mixer!

Send a clever salesman to follow up your "confidential" letter to husbands" by a call at Mr. Husband's office. Men cordially dislike shopping and many a man will be delighted to end his Christmas worries with a blanket order on your shop.

During the last few evenings before Christmas send out a man dressed in Santa Claus costume with a red light in his cap, a lantern in his hand, and an illuminated sign on his front giving your address "For Electrical Christmas Gifts."

Set up a Christmas tree of your own on the curb in front of your store. Well-trimmed, and sparkling with electric lights, it will mark your location in a way that will be talked about. And it will tie your store in with the Xmas spirit.

Suggest to the parents of the girl of college or high-school age the acceptability of a bound flat-iron, a lamp for her dressing table, a chafing dish, a corn-popper, a hair drier, a hair singe, a piano lamp, or a curling iron.

Start a movement for a community Christmas tree in a city park or other prominent location. Such a tree will, of course, be electric lighted. Some civic body or church organization can be of service in putting the project through.

Offer to split your profit with your employees on any gift goods sold to their personal friends. Get them to make out lists of names. Have them use the telephone, and offer a special prize to the employee who sells the most goods in this way.

Mail out to your list of homes a "Christmas-gift suggestion" folder, showing the variety of electrical articles there is to choose from—and be sure that this folder shows prices. Offer to demonstrate at your store any device listed.

Make known in your letters and newspaper advertisements that you will make "confidential deliveries" of Christmas gifts on cases where it is desirable to slip the article into the house unbeknown to gifttee.

Feature special "Christmas-Gift Groups" of appliances—such as a percolator, a chafing dish and a waffle iron—or a traveling iron, a curling iron and a heating pad—sold at a small discount because one sale sells three devices.

Offer to take back for exchange any gift appliances that may prove to be duplicates, or not as much desired as something else, if brought in between Christmas and New Year's. This will bring opportunities to sell other appliances.

Run a slide in the movie houses, saying "Give Something Electrical This Christmas. It's sensible. It's economical. It gives lasting pleasure. Come in and see what a variety of electrical gifts there is to choose from."

Send a "letter to the family" which will serve as a follow-up for the "confidential" letters to the man and woman of the household. Suggest how the family gift money can be pooled to buy a combination present the whole family can enjoy.

Appeal to groups of buyers—the sons and daughters of a family, club members, office associates, friends—to pool their gift appropriations and buy one large electrical gift that will bring more pleasure than half a dozen small gifts.

On Christmas, and for several days following, advertise in the newspapers "Spend your Christmas money on something worth while." Many people receive cash or checks as Christmas gifts. Get them to make electrical purchases.

# Price Guarantee Against Decline

Federal Trade Commission Hears Arguments For and Against Price Guarantees—Problems to Be Considered by the Commission—Conclusions that May Be Reached

By R. S. McBRIDE

Washington Representative "Electrical Merchandising"

**C**AN the manufacturer or jobber properly guarantee his customer against declining markets, is a question which the Federal Trade Commission has under consideration. An important hearing at which a large number of industries from all parts of the country were represented was held Oct. 5 and 6 at Washington, D. C., and a wide variety of opinion and conflicting interest has been revealed.

As stated by the chairman, the subject has many ramifications, extending all the way from cranberries, a most perishable article, to structural steel, which even the most ardent advocates of electrolysis as a theory of corrosion cannot consider a perishable commodity. The practices of industries differ as widely as the commodities handled. For example, in certain lines absolutely no guarantees of this type have ever been granted and the industry apparently vigorously opposes any opportunity for beginning a practice of this sort. On the other hand, unlimited price guarantee is practiced in other fields even to the extent of protecting the dealer with respect to the stocks on hand at the time of any decline without regard to the time of purchase of this stock or the magnitude of the decline.

## PROBLEMS TO BE CONSIDERED

Some of the problems to be considered by the commission are as follows:

1. Over what period of time should the guarantee extend; that is, for a limited number of days or for the entire period which the stock is held.
2. Should the date of termination be definite, as is the practice in the case of seasonal goods, or should it be based upon the time after delivery, or should the guarantee terminate with delivery and, therefore, apply only to unfilled portions of contracts?
3. Should the guarantee extend

only against decline in the price made by the seller himself or against any decline in the market made by other competitors?

4. Should the decline be limited to those commodities which are handled on a basis of publicly known prices to the consumer or can the practice also apply to commodity where the price involved in transactions and the price to the consumer is not generally known to the trade?

5. Should the guarantee apply to the goods actually on hand at the time of the decline or to all goods sold to the jobber under the contract, thus permitting the jobber to afford a similar guarantee to the retailer on the goods which the retailer still has in stock?

## ARGUMENTS AGAINST PERMITTING GUARANTEES

Some of the arguments advanced against permitting continuance of price guarantees are set forth by the communications which have been presented to the commission in answer to its recent questionnaire. Among these the following claims are most conspicuous:

Results in unfair competition and is equivalent to a form of rebating.

Leads manufacturers to encourage dealers in overstocking, thereby eliminating their competitors.

Puts a hardship on manufacturers with small capital.

Gives jobbers an unfair advantage in relations with manufacturers.

Encourages jobbers to take too great risk as to probable sales, i.e., encourages overstocking.

Creates speculative buying.

Creates a disadvantage as between large and small jobbers, the former being able to secure concessions which are denied the latter.

Tends to maintain an artificial level of prices; that is, eliminates much of the incentive for manufacturers to reduce prices.

Delays passing of market declines on to the consumer.

Injures small operators, who cannot successfully maintain a business when this speculative element remains.

Imposes a hardship upon the seller

by requiring him to bear the risk which the jobber can reasonably be expected to carry.

Leads to overstocking of perishable products and thereby increases wastage, or results in inferior quality reaching the consumer.

Compels a producer to use the practice in order to meet other producers, even though he believes the practice vicious.

Creates an expense to the manufacturer, in the form of increased risk, which he necessarily adds to his price and which the consumer ultimately pays.

Suppresses competition.

Prevents producers from offering lower prices than specified in previous outstanding contracts.

Encourages violently changing prices at the close of guarantee periods instead of normal, gradual price adjustments at intervals throughout a period of guarantee. (This particularly in seasonal commodities where the price guarantees expire at a given date.)

## ARGUMENTS FAVORING PRICE GUARANTEES

Equally forceful arguments have been advanced by the proponents of the idea who insist that this trade practice is legitimate, necessary and in the public interest. They make, among others, the following arguments with respect to guarantee against price decline:

Encourages freer purchase and carrying of normal stock.

Enables manufacturer to maintain regular and continuous factory operation and shipment through the year.

Saves delays in delivery by distributing shipments over the year.

Permits manufacturer to anticipate his needs for raw materials and to buy on a less fluctuating raw material market.

Creates business confidence.

Enables jobbers to anticipate their needs without undue risk.

Gives the manufacturer more accurate knowledge of his probable sales.

Induces the buyer to stock up, especially on seasonal merchandise, for considerable periods.

Steadies plant operation and, therefore, the employment of labor.

Permits wide distribution of stocks, which simplifies distribution, instead of concentration at the factory until demand arises.

Prevents abnormal demand creating



shortage and abnormal high price because of wide distribution of stocks.

Prevents inadequate production at slack seasons, with the resulting subsequent shortage at seasons of greater demand.

Permits commodity to be sold by jobbers on narrower margin by profit.

Increases the percentage of car-lot shipments as compared with small shipments to meet current demands.

Provides storage space in jobbers' warehouses instead of the necessity of large central warehouses at points of manufacture.

Prevents manufacturers from selling direct to retailers at lower prices than jobbers are able to quote.

Assists manufacturers of new brands to get their commodity on the market.

Places the risk on the man who is best able to judge the hazard; that is, the manufacturer.

Gives the manufacturer ready use of his money and exempts him from payment of storage charges and expense.

Enables small retailers to carry adequate stock and thus pass the benefit to the consumer.

As a rather negative form of argument in favor of the guarantee practice, it is urged that such guarantees do not in any way interfere with the functioning of the laws of supply and demand. It is insisted that no unfair or improper practice need follow, and that the practice is nothing but one element in the matter of contract between buyer and seller of commodity.

#### POINTS OF VIEW CONSIDERED

In receiving these arguments and in the conduct of its hearings, the Federal Trade Commission has indicated that it will take into account the interests of the manufacturer, wholesaler, retailer and consumer. It is considering the matter not alone from the point of view of the public service aspects. The matter of business relations, the law in the case, the question of justice between various merchandising interests and the principles of economics all were stressed by the various speakers and by the questions put to those appearing before the commissioners.

Unfortunately much of the discussion has not distinguished clearly between the differing conditions existent in different industries. Many of the generalizations presented before the commission, therefore, appeared much broader than was apparently intended by their proponents. Because of this, it is difficult to draw any general conclusions as affecting all industries. Nevertheless, certain outstanding features of the discussion seem to have been well established and can safely be used as a

guide to the present thought in the matter.

#### SOME CONCLUSIONS INDICATED

Even the most radical opponents of a price guarantee system did not deny that there were certain industries and certain circumstances in which guaranteeing against price decline offered certain commercial merit. It also seemed to be the unanimous opinion that if price guarantees are to be permitted in American trade, there should be no effort whatsoever to make price guarantees mandatory. And, too, the extremists in favor of having price guarantees permitted did not deny that under certain circumstances such might conceivably be used unfairly and constitute, therefore, unlawful practices in defeat of competition or in restraint of trade.

A number of the arguments which carry the greatest element of conviction with them related specifically to particular industries. For example, industries dealing with products of seasonal demand or seasonal production have established practices that seem to contribute uniformly to the benefit of producer, jobber, retailer and public.

The rubber footwear trade, which meets with a seasonal demand analogous to that in the electrical appliance industry where Christmas or other specialty goods are concerned, demonstrated the necessity of wide distribution at all seasons of the year in order to permit reasonably uniform production and transportation, in advance as well as during seasons of large consumption. The canned milk and food industries, where seasonal production enters as a large factor, made a similar case in favor of advance sale with guarantee against price decline for the wholesaler, so that certainty of plant operation and movement of goods would permit intelligent planning by the packer.

Another type of industry argued for opportunity to guarantee against price declines on orders which are necessarily taken long in advance of the times of delivery, the factory output being contracted for months in advance even under present market conditions. These and similar circumstances indicate a likelihood that in so far as business relations and the general public interest are concerned we can expect a favorable attitude toward price guarantees of

this sort on the part of the commission.

The law in the matter, however, must be considered as an important question, which will really determine the form of the commission's decision when it is announced. It is argued pro and con that the commission may or may not regulate trade practices on the ground solely that they *may* tend to restrict competition, or *may* tend to interfere with free competitive trade. The most significant decision of the courts affecting this point relates to a case in which it was decided that the law forbade any practice which had a *dangerous* tendency to restrict competition *unreasonably*. This type of decision, however, is not particularly significant, as it leaves two elements of uncertainty as to what is a "dangerous" tendency and what is an "unreasonable" restriction.

Unquestionably the commission has authority, and presumably will exercise it, in specific cases where definite evidence can be afforded of the use of a trade practice, such as the guarantee of prices against decline, for the injury of a competitor. So long as this possibility exists it can be expected that the commission will from time to time hear particular cases where this is the ground for complaint, and if a good case is made will doubtless order a discontinuance of the practice of such guarantees.

It seems to be clearly indicated by testimony that in certain industries the benefit of price declines afforded by manufacturers to jobbers, when the market changes, are passed on clear to the ultimate consumer rather promptly in a considerable portion of the business. On the other hand, it seemed to be clearly demonstrated that in other industries or other circumstances the guarantee against price decline resulted simply in a wider margin, or in elimination of hazard, to the wholesaler. The length of time over which the guarantee extends and the degree of publicity or secrecy in announcing price changes seem to be determining factors in this matter.

The results of the commission's consideration of this subject will appear not only as a report or perhaps opinion on the general matter but also more definitely in connection with the numerous cases now pending where specific complaint is made against guarantee of prices.

For use in Your Christmas Folders, in Your Newspaper Ads, on Your Movie Slides

## A "Gift Suggestion List" for Your Customers

**T**HOSE last few days before Christmas, often nothing is so welcome to the tired Christmas buyer who still has half a dozen names on her list as a "gift suggestion list." We've all used them, and, oh, what a relief it was to come upon just the gift suggestion that would please Uncle Will or Greataunt Mary! We'd been racking our brains for days to think of something—and here it was! Just a little jog to our memories did the trick.

Remember, Mr. Electrical Dealer, people aren't going to think of "something electrical" unless you suggest it to them—especially the last-minute Christmas shoppers. And when you do suggest it to them, do it in some really helpful way. Classify the list in a way that will make it easy for them to run their eyes down and spot just the gift they want. A few such suggestions are on this page. Let your newspaper ads carry at least one such group a day from now until Christmas!



### For Father

Cigar lighter  
Drink mixer  
Lamp  
Shaving-water heater  
Flashlight cane or umbrella  
Shaving mirror, electrically lighted  
Combination reading lamp and cigar holder

Clock, electric  
Fan  
Immersion heater

### For the Invalid

Footwarmer  
Heating pad  
Therapeutic lamp  
Violet ray outfit

Heating blanket  
Radiant heater  
Vibrator

### For the Boy at College

Clock, electric alarm  
Radiant heater  
Illuminated shaving mirror

Desk lamp  
Shaving mug

### For the Girl at College

Boudoir set  
Corn popper  
Sewing lamp  
Vibrator  
Curling iron and comb  
Lamp, desk, table or novelty lamp

Chafing dish  
Hair drier  
Toaster



### For Mother

Coffee mill, electric  
Dishwasher  
Egg boiler  
Flatiron  
Grill, electric  
Ironing machine  
Percolator  
Range  
Table stove  
Toaster  
Vibrator  
Kitchen utility motor  
Fireplace logs, electric  
Lamps, portable and floor  
Ice cream freezer, motor driven  
Mixer for eggs, puddings, sauces  
Fixtures, lighting—wall brackets, candleabra, chandeliers, etc.  
Combination electric cooker, for broiling, roasting, baking, boiling and fireless cooking  
Intercommunicating telephone

Disk stove  
Egg beater  
Fan  
Fireless cooker  
Hot plate  
Milk warmer  
Plate warmer  
Sewing machine  
Teapot  
Vacuum cleaner  
Waffle iron  
Washing machine



### For the Whole Family

Intercommunicating telephone  
Phonograph, electric  
Lighting fixtures  
Player piano, electric  
Electric fireplace logs  
Illuminated street number  
Christmas tree lighting set  
Thermostatic furnace control

### For the Automobilist

Battery lantern  
Cigar lighter  
Heated hand grips  
Horn  
Side lamps  
Engine and carburetor heater

Auto footwarmer  
Fire extinguisher  
Hand lamp  
Searchlight  
Trouble lamp



### For Grandmother or Grandfather

Flashlight  
Heating blanket  
Bedwarmer  
Reading lamp

Footwarmer  
Hearing device  
Radiant heater

### For the Business Woman

Grill  
Hair drier  
Toaster

Chafing dish  
Iron  
Table stove

### For the Schoolgirl

Toy range  
Dolls with electric eyes  
Doll's house electrically lighted

### For the Schoolboy

Battery  
Bicycle lamp  
Engine, electric  
Flashlight  
Train  
Wireless parts  
Motion picture machine  
Automobile, juvenile electric

Bell or buzzer  
Boats, electric  
Construction sets  
Motor  
Wireless outfit





# A Simple Business Record

## That Does Not Need a Bookkeeper

National Association of Electrical Contractors and Dealers Adopts a Simple Business Record to Cover Financial Transactions Until the Business Requires the Standard Accounting System

**N**OT every electrical contractor-dealer business can afford to employ a bookkeeper. Often the head of such a business feels that he cannot take the time to install and operate the standard accounting system himself. That is why the National Association of Electrical Contractors and Dealers, which adopted and sells the standard accounting system, has adopted a new "Business Record."

The new and inexpensive "Business Record" is so simple and elementary that it is not to be called a "system." It is so designed that its use will gradually educate the contractor-dealer along accounting lines and, as the business grows, lead the head of it up to where he feels the need of the standard accounting system and a bookkeeper.

Questions about the new "Business Record" will be answered by W. H. Morton, secretary-treasurer of the National Association of Electrical Contractors and Dealers, 110 West Fortieth Street, New York. Credit for this new business record belongs entirely to Mr. Morton, who first saw the need for it and then designed the record himself.

The record consists of:

1 Business memorandum book, 10 x 12 in., with one hundred original sheets, perforated and with carbon on back, and one hundred duplicate yellow sheets, not perforated.

1 Canvas covered loose-leaf binder, 9½ x 12 in., with leather corners for Business Record, containing:

- 25 Cash Received sheets.
- 25 Cash Paid sheets.
- 3 Merchandise sheets.
- 25 Accounts Payable sheets.
- 3 General Expense sheets.
- 2 Investment sheets.
- 2 Trial Balance sheets.
- 50 Accounts Receivable sheets.

### TO OPEN BOOKS

Take an inventory of all merchandise, tools, furniture and cash.

BUSINESS MEMORANDUM BOOK			
(Copyright Notice)			Sheet No.
Date	Date of Transaction	Amount of Items	Amount to Enter
Horizontal Ruling 42 Lines			
This book to be made as follows:			
1st Sheet white paper with carbon back and perforated so that it can be torn out			
2nd Sheet colored paper, same ruling as white but bound into the book.			
Alternate sheets in same way and book to contain 50 white and 50 color sheets. Ordinary grade of paper and paper cover.			

All transactions are entered in the Business Memorandum Book at the time they take place. The back of each white sheet is carbon covered so that a yellow duplicate sheet is made at the same time, forming a permanent record. The white sheet is torn out after it is filled and the transactions are posted to the sheets in the Business Record Book.

Enter on sheet headed "Investment," in column headed "Received," and enter on sheet headed "Merchandise," column headed "Merchandise," the value of the merchandise, tools and furniture as shown by the inventory.

Enter on sheet headed "Investment," in column headed "Received," and enter on sheet headed "Cash Received," in the columns headed "Bank" or "Cash Drawer," all cash on hand.

If you owe any accounts, enter these in detail on sheets headed "Accounts Payable," using a separate division for each account, and enter total of all these on sheet headed "Investment," in column headed "Paid Out."

If you are owed for any sales, enter these in detail on sheets headed "Accounts Receivable," using a separate division for each account,

and enter total of all these on sheet headed "Investment" in column headed "Received."

The amount shown by total of column on "Investment" sheet, headed "Received," less total of column headed "Paid Out," shows the worth of the business.

### TO ENTER TRANSACTIONS

Enter all transactions in Business Memorandum Book at the time they take place. This book has carbon on back of each white sheet, giving you a copy on the yellow sheet that becomes a permanent record.

Once a day, once a week, or when page is filled, tear out white sheet and enter all transactions in the Business Record Book, as shown by the following:

Enter all cash taken in on "Cash Received" sheet in either "Bank" or "Cash Drawer" column, depending

(Copyright Notice)		CASH RECEIVED				Sheet No
Date	Transaction	Received into		From what source		
		Bank	Cash Drawer	Store Sales	Job Work	Other Receipts
	Ruled horizontally for	32 lines-Ruled	vertically in the	columns with	unit ruling	
	Ledger	stock - One	color printing	-Size 9½"X 12"		

(Copyright Notice)		CASH PAID OUT				Sheet No
Date	Transaction	Paid From		For What Purpose		
		Bank	Cash Drawer	Merchandise	Labor	Expense
	Ruling spacing	and other	details same	as Cash Received	Sheet	

(Copyright Notice)		MERCHANDISE				Sheet No
Date	From what Sheet		Paid For		Received From	
	Name	No	Merchandise	Labor	Store Sales	Job Work
	Ruling	spacing	and other	details same	as Cash Received	Sheet
			except as noted	in 2nd & 3rd	columns	

ACCOUNTS PAYABLE							
Name .....							
Address .....							
Date	From what Sheet	Debit	Credit	Date			
	Ruled horizontally for six lines.	Heading then	is repeated making	three accounts	to a sheet		
	and room for twelve	entries each	account. Ledger	stock	One-color printing.	Size 9½"X 12"	
	Note-Accounts	Receivable duplicate of this except for name					

(Copyright Notice)		GENERAL EXPENSE								Sheet No
Date	From what Sheet		Received	Paid Out	Date	From What Sheet		Received	Paid Out	
	Name	No	Credit	Debit		Name	No	Debit	Credit	
	Ruled	horizontally for 32	lines-ruled	vertically in the		columns	with unit ruling			
	Ledger	stock	One-color printing	- Size 9½"X 12"						

All of these forms and the two on the next page and the "Accounts Receivable" sheets are contained in a single loose-leaf binder.

Thus the entire "Business Record" consists of two books only—the Business Memorandum Book and the Business Record Book.



on whether you hold it or deposit it at once, and also in column showing the source received from.

Enter all cash paid out on "Cash Paid" sheet in "Cash Drawer" column, if paid in cash, or "Bank" column, if paid by check, and also in one of the columns showing what the payment was for. When you transfer money from "Bank" to "Cash Drawer" or from "Cash Drawer" to "Bank" the amount must be entered on both "Cash Received" and "Cash Paid" sheets.

Enter all charges made on "Accounts Receivable" sheet, giving one

"Job Work" and "Other Receipts" in columns with same headings on "Merchandise" sheet.

Enter totals of columns on "Cash Paid" sheet headed "Merchandise" and "Labor" in columns with same headings on "Merchandise" sheet.

Enter totals of column on "Cash Paid" sheet headed "Expense" in column with same heading on "General Expense" sheet, which should include all items applying to the following: Salary and non-productive wages; rent, light, heat and power; postage, telephone and telegraph; advertising; printing and stationery;

transfers made from one sheet to another. Take this balance each month.

#### TO CLOSE BOOKS

After trial balance is taken correctly, enter on sheet headed "Investment" as follows:

Balance of cash, as shown by difference in total of "Cash Received" and "Cash Paid" sheets, in "Received" column.

Balance of "General Expense" sheet in "Paid Out" column.

Take actual inventory of merchandise, tools and furniture. Balance

INVESTMENT IN BUSINESS			
(Copyright Notice)		Sheet No	
	Details of this sheet as to heading, ruling,	etc.	same as General Expense Sheet

TRIAL BALANCE			
(Copyright Notice)		Sheet No	
	Details of this sheet as to heading, ruling,	etc.	same as General Expense Sheet

Read over these forms carefully, and those on the preceding pages. Notations are made on these reproductions which explain the space allowed on the forms for the various entries. Mr. Morton will answer any questions on these forms and their use.

section to each customer and in proper column on "Merchandise" sheet under general heading "Received From."

Enter all bills for purchases not immediately paid for on "Accounts Payable" sheet, giving one section to each account, and in proper column on "Merchandise" sheet under general heading "Paid For."

#### POSTING OF CASH ENTRIES

When each sheet is filled add each column and put down totals.

Enter totals of Cash Received Bank and Cash Received Drawer on next sheet headed "Cash Received."

Enter totals of Cash Paid Bank and Cash Paid Drawer on next sheet headed "Cash Paid."

Enter totals of "Cash Received" sheet columns headed "Store Sales,"

freight, cartage and express; insurance; taxes; bad debts.

Payments made or received on accounts that are carried in "Accounts Receivable" or "Accounts Payable" must be entered on these sheets in addition to the entry made on "Cash" sheet.

#### TO BALANCE BOOKS

Use "Trial Balance" sheet. Enter name of account in column so headed, and total of columns shown by each account to either the "Debit" or "Credit" column.

If entries have been correctly made, the footings of the "Debit" and "Credit" columns on this sheet will be the same, and any difference shows that some mistake has been made. Mistakes can be located by checking back on your totals and the

the sheet headed "Merchandise" and if balance exceeds total inventory, enter the amount of the difference in column headed "Other Receipts," or if less than total inventory, enter the amount of difference in column "Paid for Merchandise." The balance of this sheet then shows your actual inventory value and this balance should be entered on "Investment" sheet under "Received."

Get total of all "Accounts Payable" sheets and enter on "Investment" sheet in column headed "Paid Out."

Get total of all "Accounts Receivable" sheets and enter on "Investment" sheet in column headed "Received."

The balance shown on "Investment" sheet compared with balance shown at starting of books shows your gain or loss in period covered.

# "Kidding Yourself"

By Edgar Forest Wolfe



**S**OMEBODY once wrote that "there is a lot of comedy in kidding others, but it becomes a tragedy when you kid yourself." He was wrong.

Most of the big successes in this world have been made by men who started in by "kidding" themselves. They "kidded" themselves into thinking that they couldn't lose, with the result that when they tackled their job they had just that much advantage over the more conservative fellows who were too all-fired practical to "kid" themselves. Confidence is just another name for "kidding" yourself.

"Kidding" yourself was

introduced into this country by Christopher Columbus, who "kidded" himself into thinking he could find a short cut to India, and did a better job—he found the nest egg of Freedom. Ever since then men who "kid" themselves have been accomplishing more than they started out to do.

Ponce de Leon "kidded" himself into thinking he could find the fabled fountain of youth—and he discovered Florida.

Charles Goodyear "kidded" himself into thinking he could mix something with rubber that would keep it from melting and softening

in warm weather; he

couldn't, but while experimenting with a composition of sulphur and rubber he carelessly allowed it to come in contact with a hot stove and was surprised to see that it hardened instead of melting—the science of vulcanizing was the result.

Most of the big things have been done by men who "kidded" themselves into thinking they could do them.

Conversely, most of those who never get anywhere are men who can see too many of the difficulties ahead to "kid" themselves about their job. "Over obstacles or through them, never around them," was T. R.'s method of "getting there," remember.

If you think that you're beaten, you are;  
The fellows who dare not—they don't.  
If you'd like to win out down there 'mid the din  
But think that you can't, then you won't.  
When you think you will lose—then you've lost;  
For out in the old world you'll find  
That success will begin when you think you can win.  
You can "kid" yourself up from behind.

There's many a race that's been lost  
Before ever a step had been run,  
And many have failed because they have quailed  
Before ever their work was begun.  
When you think you're outclassed—then you are;  
It's not all in the skill of the man.  
For you'll find in this life he who wins in the strife  
Is the fellow who *thinks* that he can.



# Wanted: Figures on Turnover and Annual Profit

(Third article in series on overhead, turnover and profits)

Much Time Has Been Spent by Contractors and Dealers in Discussing Overhead Figures, but Figures on Turnover and Annual Profit Are Needed Now

By STANLEY A DENNIS

$$\frac{\text{Margin — Overhead}}{\text{Merchandise Account} + \text{Accounts Receivable}} \times \frac{\text{Number of Sales Days in Period}}{\text{Number of Sales Days in Period}} = \frac{\text{Percentage of Profit on Capital for Period}}{\text{Percentage of Profit on Capital for Period}}$$

Examples:  $\frac{30 - 27}{30 + 30} \times 360 = 18 \text{ per cent}$

$\frac{30 - 27}{60 + 60} \times 360 = 9 \text{ per cent}$

**B**EFORE electrical contractors and dealers who for a long time have been talking and talking about overhead and who are trying to win larger margins from the manufacturers of electrical appliances may justly ask for a decision these retailers will do well to submit all of their evidence on all of the elements involved in the issue, to advance their proof, and make a complete case, as the lawyer says. This much ought to be done, in fairness to all concerned, before a decision is attempted. Not until then can a fair decision, which may be favorable or unfavorable to the contractors and dealers, be reached.

Up to the present time the contractor-dealers have not submitted evidence on all of the points involved. Their proof is not complete. They have not made a full case. And whether they will do so, to speak frankly, remains to be seen.

For three years and more the electrical retailers have been talking about, writing about and asking for larger margins. They have based their arguments and have made their claims largely on partial evidence on only one of the factors involved in the problem of setting a margin. That factor has been overhead. Overhead has been served up morning, noon and night every day for three

hundred and sixty-five days every year. To a lesser extent the dealers and contractors have talked about profit, but it has been chiefly profit per sale. Two of the most important factors on which evidence has not yet been offered are turnover and annual return on invested capital. There are other factors involved in the setting of margins, such as price and volume and service rendered, but it is sufficient, for the purposes of this article, to concentrate on the two factors of turnover and annual profit. The importance of these two factors cannot be overestimated. Success or failure in modern merchandising begins in overhead and profit per sale, but success or failure in modern merchandising is decided by turnover and annual profit.

Up to date the contractors and dealers have not made much progress in their effort to win larger margins because they have not presented this evidence on turnover and annual profit. That has been the weakness of their case. Naturally the manufacturers prefer to hear all of the evidence before taking any action.

In justice to the dealers, it must be said that the keenest minds among them have and do now recognize this weakness in the retailers' case up to the present. These minds do recognize the great importance of

turnover and the annual profit in the question of margins, but this leadership of thought will not be able to make the strongest presentation of evidence on these points until the same recognition percolates through the rank and file and energizes each dealer mind into action that will provide intelligent data on turnover and annual profit.

## HOW MANUFACTURERS HAVE HELPED

On the other hand, the manufacturers have nothing to fear but much to gain by such a presentation of data on the factors involved in a setting of margins. In justice to the manufacturers, it should be said that some of them have tried to pull their dealers up to a solid merchandising basis, and in so doing have begun to develop data on turnover and annual profit, despite the fact that they, the manufacturers, are really under no direct obligation to help the dealer develop his own evidence for his own cause. These manufacturers have disregarded the rules of court procedure, as it were, and have preferred to play the rules of good merchandising. All credit is due to them for that spirit. And that is a spirit that needs wider diffusion among the rank and file of the manufacturers.

In the article on margins in the September issue of ELECTRICAL MER-

CHANDISING (page 113) this tendency of the dealer to limit his thinking and his evidence to overhead and profit per sale was pointed out and the manufacturer's right to emphasize the importance of turnover and annual profit was also pointed out. In that article no effort was made to present all of the evidence or make a complete case for either side, but rather to summarize the arguments that up to date had been brought out by both sides; in other words, to use as a starting point for this series of articles a statement of the margin problem as it had been expressed by dealers and manufacturers.

Thus, one side up to the present has emphasized overhead and profit per sale and the other side has emphasized turnover and annual profit. Therefore, it is an opportune time, now that the dealers have begun a united and extensive study of margins and have asked the jobbers and manufacturers to do likewise, to study not only the factors named—overhead, profit per sale, turnover and annual profit—but also to emphasize the relations that exist among them, and especially to emphasize the way in which annual profit is influenced by the other factors. It is especially important to emphasize these relationships now, because it is vitally important to understand them in a buyers' market. That is an additional reason for the emphasis now. A more detailed treatment of each of the factors involved in the setting of margins can be undertaken in later articles after it has been shown in the next article just where the subject of margins enters into the whole question of merchandising.

#### SIGNIFICANCE OF TURNOVER

Overhead and profit per sale are both fairly well understood by the trade. Among the contractors and dealers, however, there is still a widespread lack of knowledge of turnover, both as to what it is and as to how it is figured. Wheeler Sammons, in his book "Keeping Up with Rising Costs," says, "Turnover is the measure of the work each dollar in your business does for you. It is at once the way to profits and the check on your results. . . . Turn your capital oftener, then, is the answer head of concerns, large and small, are making to rising costs. . . . Standards for judging just how hard other men are making their capital work and the methods by which they

have made more turnovers, drawn from the capital investment figures and the stock and sales reports . . . are as important as any of the facts the merchant should have in his struggle against rising costs."

These words emphasize the nature and importance of turnover in modern business. Such standards have not yet been set in the retail electrical trade. If such standards were available, an electrical retailer would be able to decide whether his rate of turnover is above or below that obtained in other electrical stores, whether he is too low.

As to the method of figuring turnover, it is sufficient to say at present that it is figured by dividing the cost of sales for any period by the cost of the average stock on hand during the period. As Mr. Sammons goes on to say, "Once he has secured turnover and cost figures for his store, it is not difficult for the retailer to demonstrate the added profit which an extra turn will bring."

It is just this demonstration which shows how annual profit is derived from overhead and turnover. In his book Mr. Sammons has worked out illustrative figures on this point. W. L. Goodwin, to bring in an authority better known to the contractor-dealers than Mr. Sammons, worked out figures on the same point in his talk before the electrical contractors and dealers at their recent annual convention in Baltimore.

#### FIGURING THE ANNUAL PROFIT

Both Mr. Sammons and Mr. Goodwin have used this formula: Gross profit (which might better be called margin) minus overhead, divided by the merchandise account (stock) at cost plus accounts receivable at cost both expressed as equal to so many average days' sales, multiplied by the number of sales days in the period studied, equals the percentage of profit on the capital invested.

Expressed in mathematical arrangement this formula is:

$$\frac{\text{Gross profit} - \text{Overhead}}{\text{Merchandise Account} + \text{Accounts Receivable}} \times$$

$$\frac{\text{Number of Sales Days in Period}}{\text{Percentage of Profit on Capital for the Period}}$$

Thus if gross profit 30 per cent minus overhead at 27 per cent divided by the sum of 30, representing thirty days' sales of a stock of \$30,000 at \$1,000 per day at cost plus

30, representing accounts receivable to the amount of \$30,000 also as equal to thirty days' sales at cost is multiplied by 360, representing \$360,000 worth of sales, at cost, per year, or \$1,000 per day, the profit for the period equals 18 per cent.

Putting these figures of Mr. Goodwin's into his formula, we have:

$$\frac{30 - 27}{30 + 30} \times 360 = 18 \text{ per cent}$$

If the stock is increased to a sixty days' supply and the accounts receivable is increased the same amount, says Mr. Goodwin, the turnover lessens and the net profit at once falls, as:

$$\frac{30 - 27}{60 + 60} \times 360 = 9 \text{ per cent}$$

Increasing the stock carried to ninety days' supply and accounts receivable by the same amount, the turnover continues to shrink, and the net profit continues to fall, as:

$$\frac{30 - 27}{90 + 90} \times 360 = 6 \text{ per cent}$$

And increasing the same elements to an even greater extent, we get:

$$\frac{30 - 27}{120 + 120} \times 360 = 4.5 \text{ per cent}$$

Of course, it is not necessary that in each case the accounts receivable should increase in the same direct proportion as the stock, but in actual business such is what frequently happens.

Now, going back to the first equation if the percentage of gross profit (margin) is increased but overhead not changed, we have:

$$\frac{33 - 27}{30 + 30} \times 360 = 36 \text{ per cent}$$

But with even the better margin of 33 per cent, if the stock carried and accounts receivable are increased and the turnover likewise lessened, the net profit on the capital for the year continues to fall, as:

$$\frac{33 - 27}{45 + 30} \times 360 = 28.8 \text{ per cent}$$

$$\frac{33 - 27}{45 + 45} \times 360 = 23.7 \text{ per cent}$$

$$\frac{33 - 27}{60 + 45} \times 360 = 20.5 \text{ per cent}$$

$$\frac{33 - 27}{60 + 60} \times 360 = 18 \text{ per cent}$$

With the gross profit (margin) remaining at 33 per cent, but by lower-

(Continued on page 240)



# Lighting Journal Section of Electrical Merchandising

We take off our hat to



**FRED R. FARMER**  
*President*

Because to him, as president, belongs much of the credit for the rapid growth and success of the National Council; because he is the guiding head of the Beardslee Chandelier Manufacturing Company of Chicago; and because he is a tireless worker for co-operation in the fixture field.



**WILLIAM HORN**  
*Vice-President*

Because his genial personality and ready encouragement have done much to help the Council in its short but active existence; because he is president of the Horn & Brannen Manufacturing Co. of Philadelphia; and because he was one of the first to appreciate the value of a united industry.



**CHARLES H. HOFRICHTER**  
*Secretary-Treasurer*

Because, although president of the Crescent Brass Manufacturing Company of Cleveland, he has loyally devoted half his time to being secretary-treasurer of the Council, and has been the moving spirit in it; and because his enthusiasm and hard work for fixture-trade co-operation know no bounds.



**M. D. BLITZER**

Because he represents "the downtown section" of New York City on the executive committee with ability and aggressiveness; because he is one of the executive heads of the Lightolier Company, New York; and because he brings a progressive message to the meetings of the New York Section.



**E. F. GUTH**

Because standardization in the production of fixtures is one of his hobbies; because he is head of the "Brascolite" company; because he has been a prime mover in introducing innovations in the Council; and because he believes—first, last, and all the time—in co-operation and co-ordination.



**HERMAN PLAUT**

Because he has been an enthusiastic worker for the aims and objects of the Fixture Manufacturers' Council; because he is president of L. Plaut & Company, New York; and because he has worked unremittingly to make the New York Division of the Council a substantial organization.



**B. F. KLEIN**

Because he has been a driving power in the Cleveland fixture-manufacturers' club, one of the strong links in the chain of local clubs included in the Council; because he is president of the Kayline Company of Cleveland; and because he has been a pioneer in organization work.



**ARTHUR POLACHECK**

Because he is the president of the Milwaukee Manufacturers' Club, and head of Charles Polacheck & Bro. Company, Milwaukee; because he is one of the newest members of the executive committee of the National Council, but is one of the strongest advocates of fixture-trade co-operation.



**D. C. DELANCEY**

Because "putting things across with a zip" that defies failure is a specialty with this gentleman, who is the treasurer and manager of the Crown Electrical Manufacturing Company of St. Charles, Ill.; and because he believes in the organization and in his work for it.

The Officers and Executive Committee of the National Council of Lighting Fixture Manufacturers

# "Removable Fixtures"

The Proposal that Standard Ceiling and Bracket Fixtures Be So Equipped with Plug Connections that Any Layman Can Put Up or Take Down Any Fixture at Will Opens Up Many New Possibilities for Fixture Maker, Dealer, Contractor, Builder, Landlord, Tenant and Householder

By CHARLES H. HOFRICHTER

Secretary of the National Council of Lighting Fixture Manufacturers

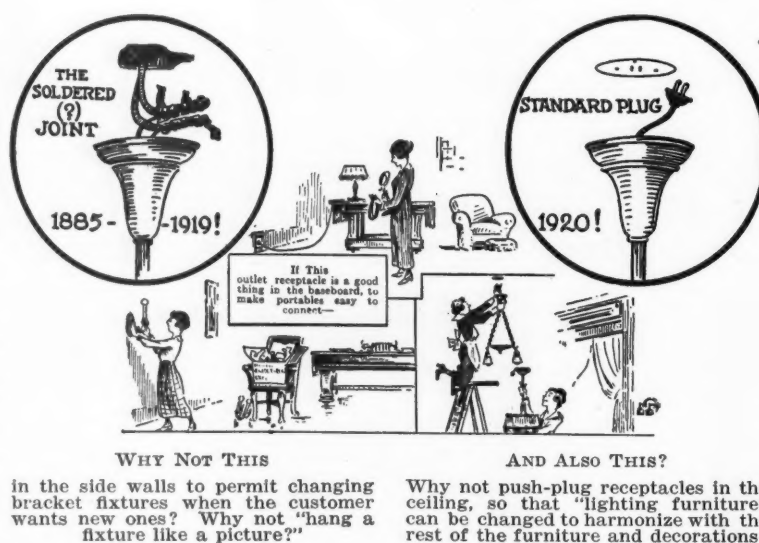
THE suggestion presented recently in ELECTRICAL MERCHANDISING\* that "fixtures" should be so made that any layman could attach and detach them in a few moments, without tools, is an idea which makes a strong appeal to every manufacturer, dealer and contractor in the fixture field—to say nothing of the all-important customer himself. The very name "fixture" implies something immovable—something which is as much a part of the house as the wiring itself. There is, however, no logical reason why on the one hand a stand lamp which connects to a baseboard plug should be easily removable, while on the other hand a chandelier or a wall bracket should require the service of a fixture hanger, a soldering iron and a kit of tools before it can be taken down from its original position.

The National Council of Lighting Fixture Manufacturers has been prompt to appreciate the possibilities of a quick-attachable fixture and is commending the idea to the earnest consideration of its member firms. Already ingenious devices have been registered by various inventors, and doubtless before long the average householder will regard the new type of fixture as an essential feature in any up-to-date home.

## THE RESTLESS HOUSEHOLDER

The advantages from the householder's point of view are many. Some of these were dealt with in a recent issue of ELECTRICAL MERCHANDISING, but there are many others which are equally important. As a nation we are growing less and less inclined to settle permanently anywhere. We are becoming a nation of "gypsies." At the same time our artistic sense is becoming steadily more and more developed. The monstrosities in the way of furniture and lighting which satisfied

\*See ELECTRICAL MERCHANDISING for December, 1919, page 270; May 1920, page 246; September, 1920, page 112.



the æsthetic desires of the last generation are fast being relegated to the junk pile. Every householder wishes his "lighting furniture" to harmonize with his other possessions which surround it. As a rule, however, the speculative builder is not troubled with any artistic yearnings of this nature. He is in business to make money, and since it is seldom that more than about 1 per cent of the total construction

cost of the building is reserved for fixtures, these are frequently of the cheapest kind.

Were it practicable to change these misfit "artistic efforts" there is little doubt that thousands of householders who are now living in painful association with lighting fixtures of jarring finishes and designs would cheerfully invest in one or more of the many beautiful creations which are now obtainable. At present, however, the fact that under many state laws the landlord can claim anything which cannot be removed without interference with the wiring or other parts of the house structure renders the average tenant chary of spending money for the benefit of some one else. Moreover, the difficulty of reconnecting without calling in professional assistance and the instinctive dislike of the housewife to having "workmen in the house" act as other powerful deterrents to the purchase of individual fittings.

To the electrical contractor the "removable fixture" (if one may give it so contradictory a name), offers a new, and as yet unexplored, field for better business.

## "TRYING THE FIXTURE ON" IN THE ROOM IT IS TO LIGHT

All contractors and dealers know the difficulty which their customers encounter in choosing a fixture unless it can be seen in the surroundings with which it must harmonize. Slight differences of finish and design, unnoticed when the fixture is seen in the store, often prove positively irritating after installation. The dealer





**THE MANUFACTURER AND JOBBER WILL BE PLEASED—**

because they will have a new line of outlet receptacles to sell—one for each of the four million new fixtures hung yearly.

**THE CONTRACTOR WILL BE PLEASED—**

because this will enable him to do a better job, to make a profit on the new item, to save material and labor, and to finish his work at one time.

**THE FIXTURE-DEALER WILL BE PLEASED—**

because it will simplify his labor problem and he will be able to sell "style fixtures"—real lighting furniture that any one can install—bringing him more sales.

is in no way to blame, yet the customer has often a vague feeling of dissatisfaction which is bound to react unfavorably in the long run on the contractor's business.

Under the new system all this will be changed. The customer will select his fixtures and take them home with him, just as he now takes home his lamps. If the effect is not precisely what he wants at first trial, he has at any rate gained a perfectly definite idea of what he *does* want. He can thus readily decide upon the one type of fixture which will give him the result he desires. Another point, and one which is of no small importance to the dealer, is that the new system enables fixtures to be sold on a cash basis, apart from the wiring job itself—a procedure which is often hardly practicable where the fixtures are really a part of the wiring installation from the customer's point of view. The advantage of being thus able to get quick returns on an item of the installation the cost of which is often a large proportion of the total contract is one which the dealer and contractor will be quick to appreciate.

Yet another effect of the "quick-attachable" system will be greatly to increase the sale of fixtures. For the reasons already pointed out there are thousands of people who would purchase fittings were it not for the expense and inconvenience of installing them. Few

householders care to have anything to do with the mysteries of electric wiring, and no layman, of course, is capable of making safe or reliable joints.

But any one can push a plug into its place.

#### TAKING THE FIXTURE DOWN FOR CLEANING

The ease with which fixtures could be taken down for cleaning would probably lead to the dealer and manufacturer benefiting in another way. Practically every housewife delights in having her house "spick and span." If the ceiling and wall fixtures could be readily removed it is certain that she would be just as anxious to have them repolished or relacquered during the "spring cleaning"—now not so very many months distant—as she is to have her carpets cleaned. Moreover the plug and socket arrangement appeals instinctively to the feminine mind as a praiseworthy and practical arrangement. The housewife has an inherent distrust of all devices requiring bolts, screws, or solder. The vacuum cleaner and electric washing machine manufacturers fully realize this, for it will be noticed that practically every part of attachment which must be handled slides, pushes or locks into place. And it must be remembered that, whoever pays the bills, it is the woman who either buys or causes to be purchased more than 85 per cent of the contents of the home.



**THE ELECTRICAL INSPECTOR WILL BE PLEASED—**

because an approved plug construction will eliminate the one "bad spot" in modern wiring—replacing it with a workmanlike, safe connection, which he will not have to tear open to see if joint is really soldered.

**THE LANDLORD AND BUILDER WILL BE PLEASED—**

because they will not necessarily have to equip their houses or apartments with fixtures, but can let the tenant or purchaser bring his own "lighting furniture" along with his beds and bureaus.

**THE FAMILY THAT RENTS OR BUYS THE HOUSE WILL BE PLEASED—**

because they will not have to endure fixtures they do not like. This new plan will automatically encourage them to buy fixtures to suit their tastes and to change them as often as they like.



The wholesale dealer would benefit by the increased prosperity of his contractor-customers. He would moreover be able to standardize his lines and thus handle fewer patterns. The reason why most householders are fussy and hard to please when selecting fixtures—why they demand this and that variation from the standard—is that they realize that under present conditions when that fixture is installed it is up “for keeps.” When it is possible to try one or two alternatives in a few minutes there is no longer the feeling of finality about the choice, and the customer will most likely accept the standard design without demur. For the same reason, the manufacturer will benefit through the elimination of any freak and slow-moving designs.

#### CENTRAL STATION MEN AND INSURANCE COMPANIES WILL WELCOME INNOVATION

The central station man will benefit also. “Hang your fixture like a picture” is a slogan which will give him another talking point of the advantages of electricity over gas. Pipe-fitting, with its attendant necessities of messy white-lead, couplings and Stillson wrenches, is a form of exercise which even the “man of the house”

seldom really enjoys; and modern merchandising has proved that the saving of a few cents per week weighs very little against the use of an article. Convenience is the determining factor in salability.

It is also probable, though it is as yet too early to state anything definite in the matter, that the fire insurance companies would not oppose but would rather welcome a system which eliminates the possibility of loose or indifferently soldered joints at the very point in the wiring of a house where a defective joint can do most harm—at the head of the fixture and in close contact with the lathing of the ceiling. A good plug is preferable to a defective joint any time.

But if we are going to introduce the “quick attachable” fixture let us above all things standardize our attachments and plugs. The National Council of Lighting Fixture Manufacturers is bending every effort toward standardization of electrical details of this kind, and it would be deplorable if the new system were to be killed at birth by the use of non-interchangeable attachments. The advantages of “57 varieties” simply don’t exist as far as attachment plugs are concerned. Standardization is coming eventually, why not now?

### Wanted: Figures on Turnover and Annual Profit

(Continued from page 236)

ing the overhead, in the first equation with the low stock plus low accounts receivable, we have a great increase in the percentage of profit on the invested capital for the year, as:

$$\frac{33 - 25}{30 + 30} \times 360 = 48 \text{ per cent}$$

But again, if turnover is lessened even with this increased margin and a smaller overhead, the net profit for the year falls, as:

$$\frac{33 - 25}{60 + 45} \times 360 = 27 \text{ per cent}$$

Hence, it is evident that overhead plays only a part in deciding the annual net profit, and that turnover plays a far larger part. Hence, it would seem that if the dealer buys closer and carries a smaller stock the increased turnover brings the net profit higher.

Or to state it generally, the annual profit falls when larger stocks accumulate, when customers neglect to pay, when expenses increase and when margins shorten. Likewise, the annual profit climbs when margin is lengthened, when total accounts receivable are cut down, when turnover is increased and when expenses are cut.

These relationships are the elements in the problem which must be studied by retailers, jobbers and

manufacturers in the setting of margins. It is up to the retailers in their effort to obtain larger margins to bring forward not only figures showing what overhead amounts to but also figures on stock carried, on accounts receivable, on turnover and on profit on capital for the year. All are involved in the setting of a fair margin.

#### Group—Rather than Scatter —Electrical Ads in Newspapers, Advises Society for Electrical Development

To the Editor of ELECTRICAL MERCHANDISING:

Referring to the expression given Edward R. Davenport’s views in the October issue of ELECTRICAL MERCHANDISING (page 206) in regard to the effectiveness of advertising of electrical concerns appearing in odd corners of newspapers scattered around anywhere the makeup man chooses to slip them in, as compared with those grouped together on an electrical page, I do not agree with Mr. Davenport’s ideas on the subject; that is, not when considering the question in its general aspect. It may be that Mr. Davenport’s experi-

ence in Providence justifies his belief, but I have never heard any advertising man of broad general experience favor advertisements promiscuously scattered around in the hope that some one may possibly stumble across one in preference to definitely located, easily found advertisements gathered together in some specific place.

When electrical concerns in a community can arrange with their local newspapers for a regularly issued electrical page upon which their announcements appear, accompanied by reading matter of a character to arouse interest in those announcements, they enhance the value of their advertisements far beyond what it would have if they used the “scattered-bird-shot” variety. “In union is strength.”

This is a difference of opinion upon which I would like to see further discussion. The question is of interest to every electrical man progressive enough to advertise in his local papers. Many thousands of dollars are being expended annually on newspaper advertising space which never would have been spent except for the electrical page. If Mr. Davenport is right, on general principles, I mean, and all the electrical concerns concentrating their advertising on electrical pages are wrong, let us know it.

J. M. WAKEMAN,  
General Manager the Society for  
Electrical Development.





# Massillon's Experience in Merchandising Factory Lighting\*

How a Nearby Industrial Lighting Demonstration Room Was Used by the Sales Department of the Massillon Electric & Gas Company to Teach Modern Factory Lighting Principles to Thirty-Seven Local Manufacturing Executives with Immediate Business Results!

By J. B. WILSON

Commercial Manager Massillon Electric & Gas Company, Massillon, Ohio

IT HAS been proved with absolute certainty that every one prefers good illumination whether it be in the home, office or factory. But how many factories or industrial plants today have a modern lighting system? For example, will the average manufacturer when planning the erection of a new plant, or an addition to his present plant, give lighting the consideration it should have? It has been our experience that in almost every instance the material to be used for erection, the kind of machinery to be installed, etc., will be given most careful consideration, but very little thought indeed will be given to lighting.

In the past we have criticised the general manager or the one in charge of the plant for not giving lighting more serious consideration. We have criticised the electrical contractor or the architect for not laying out or specifying a proper lighting installation. But have we been fair in this criticism? The general manager has many things to think about and will naturally turn electrical work over to some one in his plant or to a contractor who is interested only in the operation of the electrical equipment in the plant. The average contractor, architect or electrician has not as yet been sufficiently educated in the matter of illumination and is therefore not in a position to render a lighting service in the full sense of the word. To even the architect or the factory superintendent the matter of foot-candles, lighting intensities, etc., is so much Greek. There is an obvious responsibility which some one should assume in each community for carrying on lighting educational work. Every central station sells light, and therefore this responsibility naturally falls to their lot.

## TRIAL INSTALLATIONS PROHIBITIVE

During the month of January we had a survey made of the lighting situation in Massillon and vicinity and after the subject had been discussed with several of the industrial heads it was found that it would take months to bring the industrial lighting standard in this town up to the proper plane, both quantitatively and qualitatively, by the more or less slow method of trial installations. While in some instances we arranged with a factory superintendent to install a trial installation, the application of this method in every industry in the city was prohibitive from the standpoint of cost in money as well as time.

While we were casting about for a solution to our problem, we heard of a demonstration of industrial lighting at Nela Park, which probably has been viewed by many here present in the various localities where it has since been installed—a demonstration in which a number of types of lighting are shown, the different steps in illumination design clearly pointed out, and the advantages of good illumination both seen and felt. This seemed to offer the solution of our problem. Arrangements were made to take a number of the factory heads to see this and other demonstrations at Nela Park and to spend the day in studying lighting. We believed that if this program could be carried out we would accomplish in a day what would ordinarily take years.

## THIRTY-SEVEN INDUSTRIAL EXECUTIVES MADE THE TRIP

Invitations were extended to the men in the different industries whom we wished to take with us. Forty-nine of these agreed, other things permitting, to make the trip when the program was laid before them. On the day of this little excursion, thirty-seven were present. A full day was devoted to discussions and demonstrations of lighting with the industrial lighting demonstration forming the climax of the day's program. The details of this day's program are not of particular interest at this time, but it is of interest to know that even men sixty-five to seventy years old said they had been taught more about illumination in six hours than they had learned in their lifetime before. There was nothing in the day's program which could in any way be construed as an effort to sell anything or to induce any one of the party to make changes in his plant. The trip was a pleasure trip with education as its objective, and not a business trip in the ordinary sense of the term.

Central station representatives will be interested in the fact that the total cost to us of this trip was \$128, which we charged to advertising, and as to whether this was a profitable advertising expenditure, we will let the figures cited later decide.

The following day the manager of the Enterprise Aluminum Company called us on the telephone and asked if we could send down one of our men to look over their lighting system which was just being installed. Arriving at this plant, we found that the lighting had some time before been turned over to a contractor with instructions to install a complete system.

\*From a paper presented before the Fourteenth Annual Convention of the Illuminating Engineering Society, Oct. 7, 1920, at Cleveland, Ohio.



This man was installing glass reflectors with 100-watt clear Mazda C lamps and they were getting 1.2 ft.-candles on the working plane. When we had made different recommendations the head of the plant said that he had realized the minute he got back that they were installing the wrong equipment and that it would be a matter of only a short time before they would feel the necessity for changing over their entire system.

He, therefore, accepted our recommendations, ripped out the entire installation they had just put in, and had installed the lighting system we laid out. In this plant we recommended RLM reflectors with 200-watt bowl-enameled lamps. After this installation was completed, they were getting 14 ft.-candles with an in-

an installation of eighty-nine 750-watt lamps used with RLM reflectors. Within the past three months the wattage in this plant has been increased 105 kw. The head of the plant stated that he intended relighting the entire plant, he was so pleased with the work that had already been done. In this plant, they are getting between 15 and 16 ft.-candles.

The Bean Spring Company, makers of automobile springs, has just completed a new installation with an increased wattage of 33.2 kw., and is getting between 21 and 22 ft.-candles.

The *Independent*, the evening newspaper of this city, had us lay out an installation for it immediately upon our return from Nela Park and carried an advertisement on the front page which read as follows:

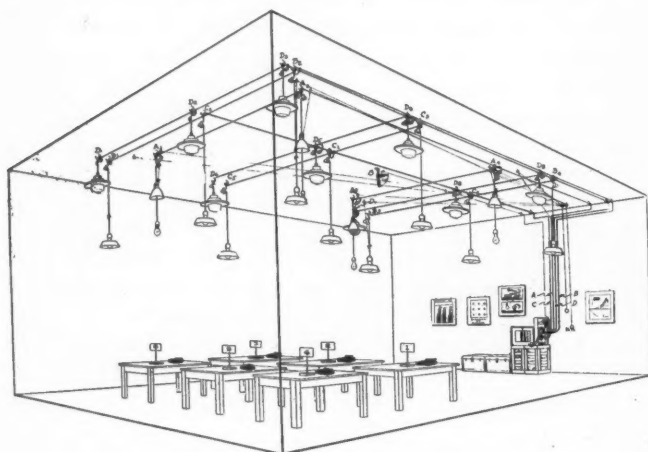
"We have just completed our new addition. We pride ourselves in having the best illuminated pressroom in Ohio; if you don't believe it, come and look."

We have had any number of manufacturers come to us and ask us when we intend having another trip similar to the one already mentioned, stating that they regretted exceedingly that they were unable to go on the previous trip, but that they had heard so much from the men that did go that they certainly did not intend to pass up the next opportunity.

## INCREASED LIGHTING AND LOAD REVENUE

A few comparisons will be of particular interest to the man interested in central station sales. From January to July, 1919, inclusive, we added in industrial lighting 68.5 kw. During the same period in 1920 we added 431 kw. The added kilowatt load in lighting for 1919 burning on an average of five hours a day, or 150 hours a month, would bring us an added revenue of \$10,800 a year. With the increased wattage of 1920, figuring the increase on the same basis, it would bring us a net revenue of \$62,964 a year. During the first seven months of 1919 we sold thirty-nine fixtures for a total of \$535.72, with a profit of \$185.81. For the first seven months of 1920 we have sold 1,063 fixtures for the sum of \$6,016, with a net profit of \$985. It can easily be seen from the experience we have had that it pays the central station to go after the lighting business. I remember a year or more ago that, when this lighting question was taken up with us by one of our New York officials, I stated that the lighting opportunities in our vicinity were very small, as every factory I knew of had its own electrician, bought its own fixtures at wholesale, and that we had very little chance of breaking in; also, that we had run lighting campaigns on commercial fixtures for the past several years and that every store in the city was pretty well equipped. But since we have gone after industrial lighting. I can easily realize that this New York official had given the matter more thought than we had.

After going into the lighting situation, it has been proved that electricity is not only in its infancy, but industrial lighting has just begun. What prevailing intensities will be five years from now is largely a matter of conjecture, but there are not lacking reasons for predicting that ranges of intensities far beyond what we are thinking of today will come into use.



PERSPECTIVE OF PORTABLE INDUSTRIAL LIGHTING DEMONSTRATION

## DATA ON EQUIPMENT

System	No. Units	Lamp	Reflector	Spacing	Height
A*	4	200-w. clear	Deep bowl	15 ft. x 15 ft.	10 ft. 6 in.
B†	4	200-w. b.e.	R.L.M. dome	20 ft. x 20 ft.	10 ft. 6 in.
C‡	5	200-w. b.e.	R.L.M. dome	10 ft. x 10 ft.	10 ft. 6 in.
D§	9	500-w. C-2	Glass-enclosed	10 ft. x 10 ft.	14 ft.
S¶	1	200-w. frosted	Projecting	.....	14 ft.

\* Reflectors on cords. † Units on cords to raise to 14 ft. ‡ Supplements B system. § One piece diffusing and reflecting unit. ¶ Directed on platform apparatus and connected through a rheostat to vary the illumination.

creased wattage of 53.4 kw. After the installation was completed, Mr. Held, superintendent of the plant, wrote a letter in which he stated that they were very proud of the lighting installation.

A few days after our return from Cleveland, while passing the Massillon Foundry and Machine Company and talking to the superintendent for a few minutes at the door, I noticed several men working in the shop painting the side walls, cleaning lighting fixtures, etc. The superintendent asked me what I was smiling at, and I told him that our little trip a few days before must certainly have made an impression. He had given instructions to have the side walls painted a light color and had appointed two men in the shop to see that the lighting fixtures were cleaned weekly.

Among other examples I might cite is the Peerless Drawn Steel Company, one of Massillon's largest steel plants, which had been using tin reflectors, 200- and 300-watt Mazda lamps, 60-watt carbon lamps, etc., throughout the entire plant. We have just completed



# Selling a Complete Electrical Service to Southern Homes

Third store and best store—characterizes the new home of the W. B. Catlett Electric Company, Richmond, Va., which was opened in September. During the eighteen years in which Mr. Catlett has personally directed the growth of his business, he has aimed to sell a complete electrical service—all wiring and all fixtures and all appliances. His new store indicates the spread of "the electrical idea" in the South.

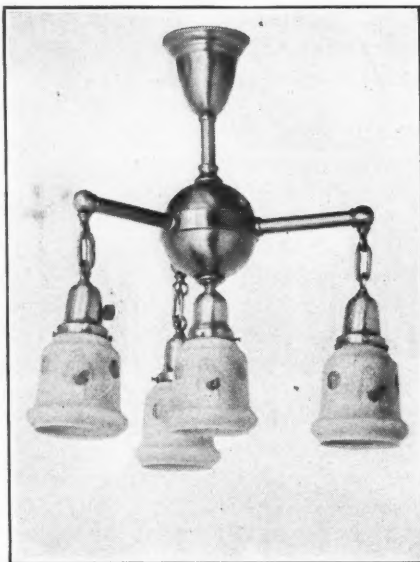


Wide windows on both streets help to make the store look like one huge show window. This first floor appliance salesroom is eighty feet long. Both floor covering and arrangement are noteworthy. Even a stairway can be made attractive. Show cases are separated in a way that makes for roominess and easy access to wall cases.



On the second floor a space as large as the appliance sales room below is used exclusively for the display and sale of electric fixtures and lamps. Booth walls are in French gray

and ceilings in ivory. Window draperies are blue. Office, stock room and fixture shop are also on the second floor. Arm-chairs make for customer comfort during a sale.



Figs. 1 and 2. The eye-searing monstrosity in Fig. 1, "an affront to good taste and a short cut to myopia," was replaced by the attractive modern effect shown in Fig. 2.

## Do You Know Apartment House Dwellers Will Pay to Have Their Fixtures Rehabilitated?

BY FRANK B. RAE, JR.

**P**EOPLE who are fortunate enough to find new places to move to for some years to come are going to say exactly what everybody says when they move into another flat, namely:

"This is not so worse. There is almost room enough in the bedrooms for a bed, and the closets are big enough for thin clothing, but, my eye! what atrocious lighting fixtures! Wonder if we can do anything about it?"

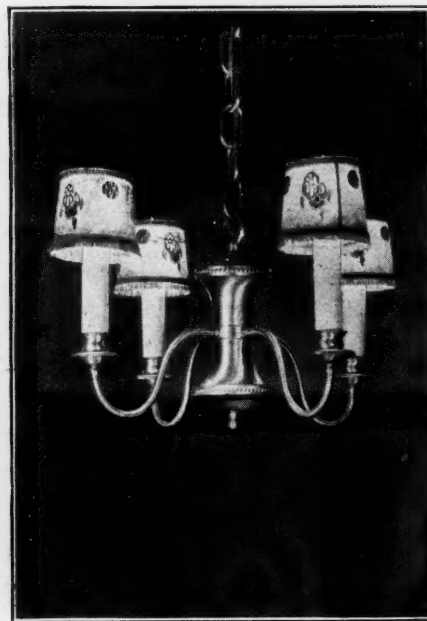
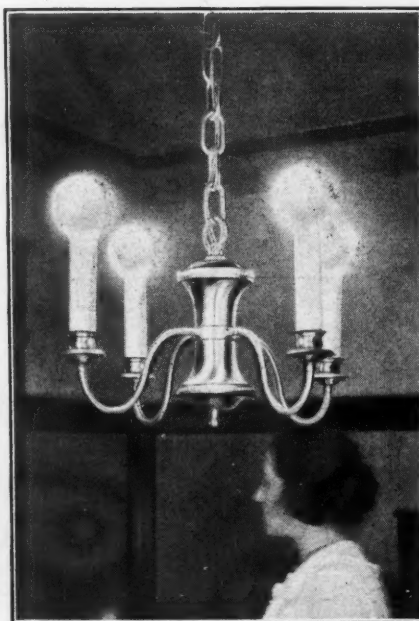
Then will follow the usual routine of visiting an electric shop, there to learn that about all one can do is to invest some dozens or hundreds of dollars in new fixtures.

"But I can't afford to buy fixtures for the landlord," protests the would-be customer. "As I've said, I don't own the place, I'm simply a renter." Maybe you're lucky, at that.

Which is rather a sorry state of affairs when one realizes that every electric shop has, or should have, something to sell to the man who wants to renovate old fixtures and who cannot, for one reason or another, afford to buy new.

The idea that the rehabilitation of

lighting fixtures will decrease the amount of new business a fixture house secures is on a par with the old-time central station man's idea that high-efficiency lamps would cut down the lighting company's income.



Figs. 3 and 4. The modern and momentarily stylish bare candle effect was much improved in usefulness for dining room lighting by adding the home-made "parchment" shades fabricated with glue, thread, wire and a bottle of shellac.

It is on a par with the idea of certain labor agitators that labor-saving machinery will reduce the amount of wages paid to workingmen. It's a short-sighted and a lop-sided view.

Take, for instance, a case of my own. I moved to an apartment wherein were hanging a number of eye-searing monstrosities like Fig. 1. Let us not attempt to find words to describe these wholly vicious abortions. Suffice it to say that they were an affront to good taste and a short cut to myopia.

Visits to six fixture houses revealed the sad fact that I must either buy new lighting furniture or stand for the old; there was no middle course which the trade would recommend.

Reduced to my own resources, I found me a young wireman who was not averse to earning a dollar out of hours; I induced a friend to go out of his way to buy for me some glass. The result is shown in Fig. 2.

The amount of profit involved in this rehabilitation is whatever a dealer could make on four glass shades and about two hours' labor. Figure it for yourself. And remember, I was more than willing to pay this profit. The fact that I have to upset a few trade customs and get an "outlaw" job done was not due to any viciousness on my part; it was forced upon me by dealers who followed the whole-hog-or-none policy.





Another example of amateur fixture fixing is revealed in the before-and-after picture marked Figs. 3 and 4. Here we have a modern and momentarily stylish candelabra effect. The unit was sold because it happened to be the prevailing craze, not because it has any merit as a source of illumination in the place where it was hung. It is, as we can all deduce, a dining room unit, and as installed the lamps are approximately seven feet above the floor. A tall man entering the room in which this unit is lighted with four blazing 25-watt Mazda lamps gets a glare effect that is little short of a blow between the eyes.

What to do? The fixture people assured the renter of the flat where in this crime occurred that candle type fixtures are entirely *au fait*, *comme il faut* and *hot stuff*. They could sell him new fixtures, but were dumb on the subject of possible alteration of or improvement to the one installed.

So my friend stretched a piece of plain draughting paper on a board, faked up a stencil design and with glue, thread, wire, a bottle of shellac and a lot of patience evolved and fabricated the home-made "parchment" shades revealed in Fig. 4.

My purpose in bringing these two incidents to the attention of ELECTRICAL MERCHANDISING readers is to suggest a possible error in their theory that no profitable market exists for fixture improvement. On the contrary, I am convinced that here is one of those long-felt wants which clamors to be satisfied. I know for sure that there are thousands of flat-dwellers like myself, and that we seldom, if ever, are satisfied with the atrocious fixtures usually found in the places we rent. We can't afford to buy new. Yet we can afford to spend a few dollars for improvement.

## Twenty-six Telegrams to Send Delinquent Debtors

When dunning letters and other collection methods fail, sometimes a telegram will shake the delinquent debtor from his lethargy and get results in the way of prompt payment. The Western Union company recently compiled a number of ten-word sample telegrams for use in the

collection of delinquent accounts, some of the best of which are reproduced on this page:

1. In need of immediate funds. Can you assist with remittance?
2. Please settle your outstanding account. Unwilling to wait longer.
3. You have probably overlooked outstanding account. Kindly favor with remittance.
4. Account overdue. Unless receive prompt remittance collection proceedings will be instituted.
5. Will draw on you Monday unless we receive remittance.
6. Our account long past due. Please remit at once.
7. Please remit for account due. Imperative need. Thank you.
8. In order to clear our books kindly send check.
9. Account overdue. Immediate need of funds. Can you assist me?
10. Very important that we receive remittance by January first. Answer.
11. Won't you kindly send check? Will appreciate. Need funds badly.
12. Our account past due. Please send check without further delay.

13. Remittance imperatively needed. Kindly help us out. Answer our expense.

14. Very important we receive your remittance without further delay.

15. May we remind you that your account is long overdue?

16. Need funds by Monday. Please remit by return mail. Thanks.

17. What is delaying remittance? Urgent need of funds. Answer collect.

18. Disappointed failure receive your check. When may we expect it?

19. In need of funds. Remittance greatly appreciated. Answer.

20. Have been very patient. Won't you kindly remit now? Urgent.

21. Regret cannot extend further credit until account is paid.

22. Large obligations to meet next few days. Remittance greatly appreciated.

23. Closing our books for audit, remittance on account much appreciated.

24. A remittance for our invoice of December first much appreciated.

25. Unless remittance is received promptly must decline further credit.

26. Our account overdue. Please send check. Thank you.

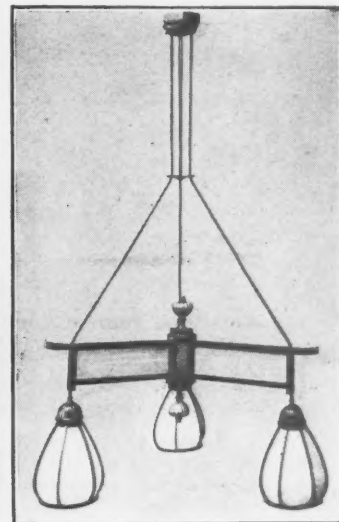
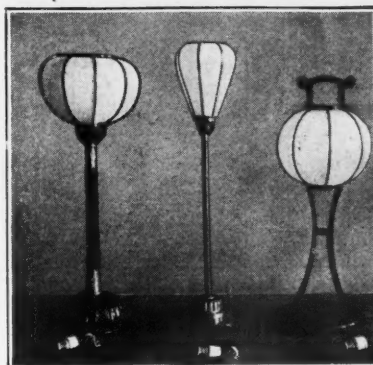
## How Japanese Lantern Makers Are Meeting the Challenge of Electric Illumination

*Orientalists had a hard task first in adapting old forms and ideas to new requirements, but are fast developing distinctive and harmonious designs.*

Not the least of the charms of old Japan is the artistry with which her nimble craftsmen, while extracting what is good in Occidental ideas and civilization, yet mold them to fit native needs so that they represent the very essence of Japanese art. So with lighting fixtures.

Like everything else western, electric fixtures were at first accepted eagerly, irrespective of their fitness or unfitness to the conditions of the country, according to Motoo Uchisaka, secretary to the Illuminating Engineering Society of Japan. But, since their shapes and fittings lacked harmony with the styles and furnishings of Japanese homes, the demand for modification soon became pressing. Today they are being experimented on in the way of Japanization, as the accompanying illustrations show.

The four portable lamps and the ceiling fixture show the Japanese tendency to turn to flowers—particularly the lily cup, closed or open—for artistic inspiration. The cylindrical lantern is merely a development of another of the familiar beauties of Japan, the tinted paper lanterns, for centuries the most popular form of illumination in that country. The park lantern is typically Japanese in design and in harmony with its setting.





# Lighting Sales Methods



## Gold and Silver-Plated Fixtures Not Subject to Tax Under Latest Government Ruling

The work that the Fixture Dealers' Society has been doing with reference to the tax on gold and silver-plated fixtures has been finally concluded and the following ruling indicates that success has rewarded its efforts to reverse the former ruling classifying such fixtures for purposes of taxation as "jewelry and other gold and silver-plated articles":

October 18, 1920.

THE LIGHTING FIXTURE DEALERS' SOCIETY OF AMERICA,  
Cleveland, Ohio.

Gentlemen: In reply to your letter of Oct. 11, 1920, you are advised that the question of the applicability of tax imposed by Section 905 of the revenue act of 1918 to sales of gold and silver-plated non-portable lighting fixtures has been given further consideration, and the department now holds that non-portable lighting fixtures ornamented, mounted or fitted with precious metals or imitations thereof or ivory are not articles primarily designed or intended for personal use or adornment or ornament and display in the home and are not subject to tax under Section 905.

Respectfully,  
(Signed) JAMES M. BAKER,  
Deputy Commissioner.

*Items of Experience in the  
Installation of Lighting  
Systems and Good Advice in  
Lighting Practice*

Not only does this ruling free future sales of such plated fixtures from paying a tax as "jewelry" but it will also save at least a hundred thousand dollars to the dealers of this country, as it will not now be necessary to pay the back taxes that the Revenue Department had been endeavoring to collect on sales in the past.

## Beauty in the Fixture Shop —What a Canadian Thinks of It

"There is no quicker way to attract attention than by being attractive," says W. A. S. Napier of the Sun Electrical Company, Regina, Sask. And, by putting this policy into effect recently in remodeling its store, the Sun company, as the accompanying picture shows, has transformed itself into one of the most beautiful stores of its size in Canada.

When every fourth person, upon entering the display room, exclaims "What a beautiful store!" no sweeter sound could fall upon the

manager's ears. And so J. R. Young, manager of the Sun company, has many occasions to congratulate himself on the results of his remodeling venture. For he has found that "a beautiful store and business are synonymous terms."

## WHITE WOODWORK MAKES STRIKING EFFECT

Four white pillars supporting the fixture room roof are the most striking architectural feature of the display room. As the picture shows, this brings the fixture room a few feet out into the main display room. Hanging from the sub-ceiling and seen between the pillars are fixtures of all designs, colors, and shades. Under them are white tables holding reading lamps. Between the tables, at intervals, mahogany standard lamps, with dainty shades of old rose, blue and yellow, complete the delicate color effect.

This fixture room, however, was planned as much for utility as for beauty. It extends back for 18 ft. Running the whole length of the inside and end walls are shelves holding shades in glass and wicker. The lower shelf contains large etched semi-indirect bowls, each bowl covering an electric light, and each light controlled by one switch. Then, when a customer wishes to see a bowl, the salesman switches on the light and shows it up to the best advantage. Customers have ample room to walk around, and the orderly arrangement eliminates confusion. Every article in the fixture room is marked plainly with the price.

To the right of the main entrance and opposite the fixture room, three glass showcases display percolators, vibrators, violet ray machines, and other appliances. In back of these is a mahogany counter with shelves and slide glass cases, the back of which is draped in black to show to best advantage the electrical nickel ware. Further down are little square drawers which hold everything in the electrical world, from a fuse to a push button.

Another interesting feature of the store is the little workshop, placed at the far end of the counter. It is built of beaver board and can easily be moved about. Pushed against the wall, with just enough space to enter,



Blue and white are the tonal colors for the remodeled display room of the Sun Electrical Company—"the most beautiful store of its size in Canada." Its owners started out with the idea that "a beautiful store and business are synonymous terms"—and they are now proving its truth.





it is large enough to hold only one man. All minor repairs of home appliances are done here. This little workshop has been a great convenience in doing "rush" repair work for customers.

At the far end of the store is the office. It is usually open, and the manager from his desk has a full view of the store. In this way he can keep in touch with his staff as well as with his customers. The space between the first pillar of the fixture room and the entrance, at the left, is reserved for washing machines and vacuum cleaners.

### The Illuminating Glassware Guild

BY H. L. LISSFELT

The Illuminating Glassware Guild was organized in February, 1918. At that time the Lighting Fixture Dealers' Society of America held a convention in Pittsburgh and invited fixture manufacturers and glass manufacturers to attend. It was soon discovered that instead of dealing with each manufacturer individually it would be advisable to have some sort of an association whereby the problems and questions common

to the entire industry could be discussed through some central body, particularly to meet with the Lighting Fixture Dealers' Society and the other affiliated organization which was founded at about the same time and which is now known as the National Council of Lighting Fixture Manufacturers.

The officers elected are as follows: President, C. H. Blumenauer; vice-president, W. F. Minor; treasurer, Marshal T. Gleason; secretary, H. L. Lissfelt. These officers are elected from a board of governors numbering five, and the other member in addition to the officers elected is I. J. Collins.

Throughout the membership of this guild there is a feeling of willingness to co-operate and place the entire business on a better basis and we have great hopes for what we can accomplish in the future. The membership of the Illuminating Glassware Guild at present consists of the following:

Gill Brothers Company, Steubenville, Ohio; Gillinder Brothers, Port Jervis, N. Y.; Gleason-Tiebout Glass Company, Brooklyn, N. Y.; Hocking Glass Company, Lancaster, Ohio; Ivanhoe-Regent Works, Cleveland, Ohio; Jefferson Glass Company, Follansbee, W. Va.; H.

Northwood Company, Weeling, W. Va.; Phenix Glass Company, Monaca, Pa.; Macbeth-Evans Glass Company, Pittsburgh, Pa.

### "We Sell Colored Lamps Faster than We Can Dip 'Em!"

On a counter in each of the ten electric shops of the Narragansett Electric Lighting Company in Providence and vicinity there sits an attractive Easter basket surmounted with a big bow of ribbon and containing dipped lamps of all colors of the rainbow. A small sign explains the price—"Fifty cents each."

"We have never seen anything like it, the way the women buy those colored lamps," declared one of the clerks in charge of an outlying store. "They buy up our colored lamps faster than we can have them dipped to supply the demand!"

Lamps which regularly list at 30 cents to 35 cents are offered in colors at 50 cents each and find ready buyers. The women buy them to light their living rooms with some favorite tint, or to give color effects to their own taste. When a woman is getting a pink piano lamp she often wants a pink bulb to match.

### Pittsburgh Fixture Dealers Make Co-operative Exhibit at "Home Equipment Show"



The Pittsburgh Lighting Fixture Dealers' Association made a group exhibit of lighting fixtures at the recent Home Equipment Show, held at Motor Square Garden, Pittsburgh. Each member was allotted an equal number of outlets in the booth, and each fixture was tagged with the member's name, number and price, in plain figures. The association also distributed folders illustrating some of the most popular types of fixtures. This folder

bore the names of all of the members co-operating. "Our association is very much pleased with the result of the show," writes W. L. Collins, president of the Pittsburgh Lighting Fixture Dealers' Association. "While not many actual sales were made during the show, a great many people were interested in the idea of buying fixtures, and we feel that the expense was thoroughly justified from an educational standpoint."



## What Is the Actual Cost of Assembling and Hanging?

Some pertinent observations on the elements of cost entering into the total bill of expense to the fixture dealer when he assembles and hangs even the most simple fixture have been given, with examples, in letters recently sent out to the Cleveland membership of the Lighting Fixture Dealers' Society of America by its secretary, J. L. Wolf, from his office in the Builders' Exchange Building at Cleveland. Mr. Wolf reminds his constituents of a number of items of fixture expense too often overlooked, pointing out that unless all such factors are included the fixture dealer's assumed "profit" passes actually onto the "loss" side of the ledger. Following are some of the sample installations figured by Mr. Wolf:

### WHAT DOES THE DROP CORD FOR A BASEMENT COST?

Check your cost up with the following:

Rosette.....	\$0.15 if none are broken in the box
Porcelain socket.....	.33 if none are broken in the box
Reinforced cord.....	.08 it takes 2 ft. to make an 18 in. drop
Labor assembling.....	.20 it takes a day for about forty
Labor hanging.....	.25 hang about four per hour

Total cost.... \$1.01

Who pays for the two 2-in. No. 8 screws used?  
Who pays for the tape used to keep knots from slipping?  
Who pays for the holder that is sometimes used?  
Think it over—are your drop cords sold at a profit?

### WHAT DOES A ONE-LINK CHAIN PENDANT (BRUSH BRASS) COST?

Canopy.....	Cost \$0.15
Crowfoot.....	0.02
Stem.....	0.04
Hook.....	0.05
Link.....	0.01
Loop.....	0.03
Keyless socket.....	0.26
Holder.....	0.06
Wire.....	0.04
Labor assembling.....	0.20
Labor hanging.....	0.25

Total..... \$1.11  
Add for brass pull socket..... 0.25

Total..... 1.36  
Add for porcelain pull socket..... 0.28

Total..... \$1.64

Who pays for the three 1½ in. F.H.B. screws used in putting up?  
Who pays for the solder, rubber tape, friction tape.  
Who pays for going out to the job and lengthening, shortening, repairing broken pull-chain?

### WHAT DOES A 2½-IN. OR 3½-IN. BRASS CEILING-COLLAR COST, WITHOUT GLASS?

Check up your cost with the following:

Cost of collar.....	\$0.20
Cost of receptacle.....	0.10
Cost—assembling labor.....	0.05
Cost—hanging labor.....	0.25

Total..... \$0.60

Who pays for the two 1½-in. M8 flat-headed wood screws?

Who pays for the three 1½-in. M8 round-headed brass screws?

Who pays for the receptacles broken in the box?

Did you ever buy extra ½-in. x ¼-in. holder screws to replace loss?

Who pays for the solder and tapes when this goes in on junction box?

Do you ever have to use a strap on a ceiling ring?

Who pays for it?

## How This Central Station Makes Its Contractor-Dealers' Stores "the Bright Spots of Town"

The commercial manager of the central station in a New England city believes that the stores of his electrical contractor-dealer friends should be "the bright spots" of the local community and recently set out to help them find a way to brighten up without additional expense. Here is the way he does it.

First, without mentioning the matter to the dealer concerned, that dealer's monthly electricity bill is watched each month and a record kept showing the value of the current consumed for lighting his store and windows.

With this information in hand, the manager goes to the contractor-dealer and explains to him that the electric-lighting company wants the electrical stores of the town to be the brightest places along the street.

"Turn on all the lamps you have in your windows and in your store," advises the manager, "and keep your windows lighted until midnight

—or later, if you think there is any traffic along your street to make it worth while after that hour. Of course you will use a lot more electricity and your bill will be more than before. But when you send us your check for your monthly bill, according to our regular rate schedule, our commercial department will in turn mail you its check for the difference between your bill and what it formerly averaged, so that you will be at no expense for the additional blaze of light in your store and window."

This difference in amount (averaging \$8 to \$10 a month) the commercial department charges to its own account as advertising and as a compensation for the contractor-dealer in acting as its agent in its house-wiring campaign. Brightly lighted electric shops scattered all over town have proved the best possible advertisement for the electric company's service generally, and so this company is glad to defray the cost of the extra electricity to keep every electric store ablaze.

## Frost—and the "Open" Window

"Electrical dealers who are advocating the 'open' show window as against the 'closed' show window often forget one big disadvantage of the 'open' window," said a progressive electrical retailer recently. "I mean they forget the trouble that develops with frost when the window is 'open,' that is, without a background, so that passers-by may look straight through into the interior of the store.

"When you come into your store on a cold winter morning and fire up, what happens? Why, as soon as the heat hits the cold window a heavy coat of frost develops, and it stays there.

"To avoid this and still retain the advantages of both the 'open' and 'closed' windows I have a solid wood background which runs up to the level of the eye. Above that the background extends to the ceiling, but it is clear glass. Thus we gain plenty of light from the windows, but have no trouble with frost, because the air between the glass background and the window glass itself is not subjected to extreme changes of temperature."

## "Stairway" Type Standard for Shade Display



Instead of displaying small lighting shades on a flat table, the Collins Electric Company, Springfield, Mass., utilizes a home-made stand equipped with four different exhibit planes and a lower shelf. W. J. Morrow and Albert White of the Collins organization designed the stand, which is of whitewood, stained mahogany color, 4 ft. wide, 20 in. deep, 30 in. high at the front and 50 in. high at the back. The treads and risers of the stair-type shelves are 5 in. wide and high each. Two of the exhibit surfaces are equipped with a center outlet, as shown, and a convenient pair of switches enables any shade to be shown illuminated by simply placing it over the inclosed lamp. The total cost of the stand and was \$12.





## Record of Lighting Fixture Patents

Issued from Sept. 7, 1920, to Oct. 5, 1920, Inclusive

COMPILED BY NORMAN MACBETH  
Consulting Illuminating Engineer, New York City

### Design Patents

The following are ALL the design patents pertaining to lighting materials issued by the U. S. Patent Office, from Sept. 7, to Oct. 5, 1920.

**56,248. Combined Candelabrum and Electric Terminal.** Clinton B. Ferguson, Newtonville, Mass. Filed Nov. 7, 1919. Issued Sept. 7, 1920. Term of patent, 14 years.

**56,249. Electric Floor Lamp.** Frederick A. Frerichs, Phila., Pa., assignor to Horn & Brannen Mfg. Co., Phila. Filed Mar. 31, 1920. Issued Sept. 7, 1920. Term of patent, 3½ years.

**56,253. Arm for Lighting Fixtures.** Stephen Koteszewski, New York, assignor to Robert

Findlay Mfg. Co., New York. Filed Apr. 19, 1920. Issued Sept. 7, 1920. Term of patent, 7 years.

### Mechanical Patents

**1,351,756. Light Filter.** Beatrice Irwin, New York, N. Y. Filed Aug. 22, 1918. Issued Sept. 7, 1920.

**1,351,879. Shade Holder for Electric Light Bulbs.** William E. Surface, Decatur, Ill., assignor to Faries Mfg. Co., Decatur, Ill. Filed Jan. 27, 1916. Issued Sept. 7, 1920.

**1,352,111. Lighting Fixture.** Paul A. Bredsvold, Chicago, Ill., assignor of five twelfths to Frank P. Thompson, two twelfths to Frank M. Fairfield, and five twelfths to Norine

Bredsvold. Filed Sept. 4, 1917. Issued Sept. 7, 1920.

**1,352,779. Phonograph Lighting Attachment.** George E. Bernecker, Milwaukee, Wis., assignor to Standard Accessory Corporation, Milwaukee, Wis. Filed Apr. 30, 1919. Issued Sept. 14, 1920.

**1,352,857. Lighting Fixture.** Arthur Edward Wiedenhoefl, Chicago, Ill. Filed June 30, 1919. Issued Sept. 14, 1920.

**1,352,862. Portable Lamp.** Lorin W. Young, New York, N. Y. Filed May 3, 1918. Issued Sept. 14, 1920.

**1,353,033. Piano Lamp.** Cleburne Eberhart, Jr., Buffalo, N. Y., assignor to Play-O-Lite Co., Inc., Buffalo. Filed Jan. 23, 1917. Issued Sept. 14, 1920.

**1,353,433. Multisocket Switch.** Raymond D. Smith, Boston, Mass., assignor to Tremont Products Co., Boston. Filed Oct. 27, 1916. Issued Sept. 21, 1920.

**1,353,469. Combination Phonograph and Lamp.** Peyer R. Gonsky, Chicago, Ill. Filed June 17, 1919. Issued Sept. 20, 1920.

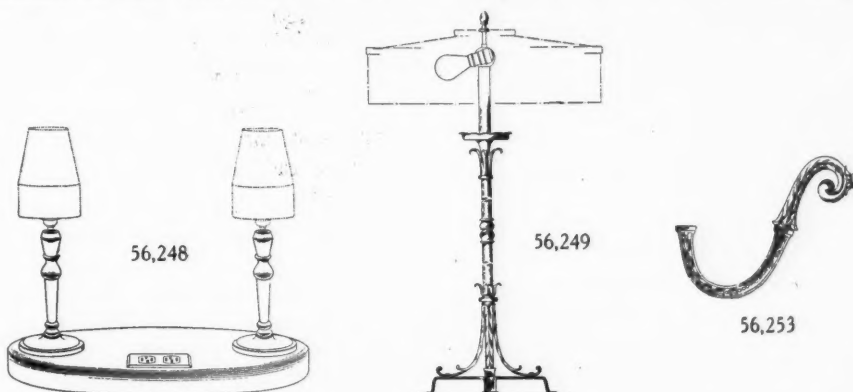
**1,353,562. Electric Lamp Body, Reflector and Shade Holder.** Henry D. Cahill, Boston. Filed Jan. 26, 1920. Issued Sept. 21, 1920.

**1,353,563. Electric Cluster Lamp Body and Shade Holder.** Henry D. Cahill, Boston. Filed Jan. 26, 1920. Issued Sept. 21, 1920.

**1,354,158. Reflecting Lamp Shade and Globe.** Ernest M. Bennett, Prahran, Melbourne, Victoria, Australia. Filed Dec. 20, 1918. Issued Sept. 28, 1920.

**1,354,262. Globe for Lighting Fixtures.** Frederick W. Mathieu, New York. Filed June 3, 1919. Issued Sept. 28, 1920.

**1,355,002. Multiple Switch.** Pasquale J. Ruffalo, Mount Vernon, N. Y. Filed July 5, 1917. Issued October 5, 1920.

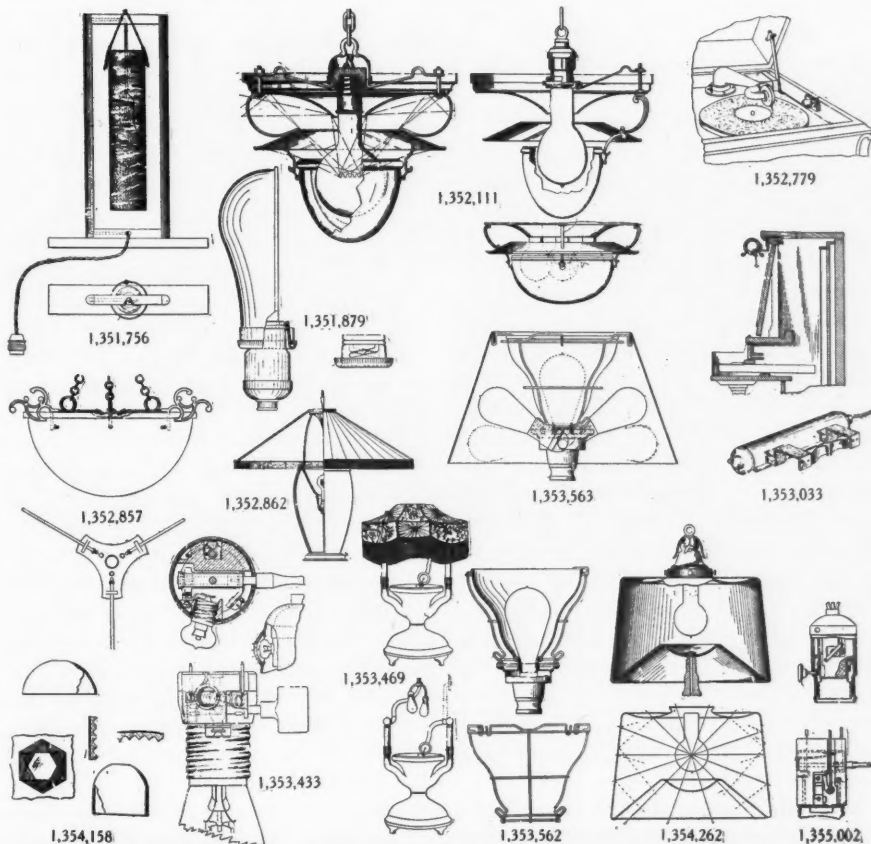


### "Artificial Light—Its Influence Upon Civilization"

A new book by M. Luckiesh, director of applied science Nela Research Laboratory, National Lamp Works of the General Electric Company. 366 pages. Illustrated.

Any man who depends upon lighting or illumination for his daily bread cannot fail to be thrilled by this engaging narrative, in which Mr. Luckiesh has traced the use of artificial light by man as the very history of the upward struggle of civilization itself. Mr. Luckiesh has already given the lighting fraternity and the general public several delightful books on the kindred subjects of light and color—"The Lighting Art," "Light and Shade and Their Applications," "The Language of Color," "Color and Its Application," etc. But in this later work now before us the author catches up a deeper thread of connected thought, showing how the culture, industry and intellectual activity of the race have for years been following lighting advancement—first waiting, then advancing, and then waiting once more until the inventors of lighting equipment of the time could come another step forward.

"Until the middle of the nineteenth century," points out Mr. Luckiesh, "mere light was available, but as the century progressed, the light sources through the application of science became more powerful and efficient. Gradually mere light grew to more light, and in the dawn of the twentieth century adequate light became available. In a single century, after the development of artificial light began in earnest, the efficiency of light production increased fifty-fold and the cost diminished correspondingly. On passing through the spectacular aspects of lighting we finally emerge into the esthetics of light and lighting. The aim has been to show that artificial light has become intricately interwoven with human activities."



Copies of illustrations and specifications of patents may be obtained from the Commissioner of Patents, Washington, D. C., for 10 cents each.

## To Get Building Started!

(Continued from page 225)

Will the abolition of these taxes make capital permanently available in adequate quantity? Will that condition, if realized, result in cheaper construction? And if cheaper construction is the result, will not the saving to the building public be at once absorbed by sky-rocketing land values which will again check activity?

All these purely economic questions should receive the earnest study of the congress. They are, indeed, fundamental.

There are a multitude of other reasons advanced for the industry's predicament. For example, price competition in securing contracts, the growing practice of conspiring locally to fix prices and allocate business, the introduction of unnecessary middle men and speculators who, though performing no essential service, exact a profit.

With respect to possible cures for these conditions there are also a number of suggestions.

Some men believe that the cure is to announce in large headlines in the press that conditions in the construction industry are now stable. They want to organize and stage a national construction week, an intensive sales campaign, to stimulate public enthusiasm. Others believe that the first group overlooks the fact that such a move would be a transparently empty gesture, and that it could not affect in the least the economic paralysis which now afflicts the industry.

There are other men who would set up an industrial tribunal with power to enforce its decisions and even to discipline offenders. Those who react to this proposal ask, upon what body of basic industrial law or policy shall such a tribunal premise its decisions; and insist that before such a tribunal becomes even a remote possibility the industry itself must formulate a code of policy or ethics; the formulation of such a code is, therefore, one of the important tasks before the congress.

### THE CURE IS FAR FROM SIMPLE

I am fully persuaded the cure is by no means so simple as it appears to the men who advocate the measures above referred to. The cure can be decided upon only after a courageous and complete diagnosis, a

fearless and exhaustive study of the symptoms and the basic causes underlying them. The industry is ready to make such a diagnosis. I believe that is so because it is just such a crisis as the one the construction industry now faces that compels men to re-orient themselves, to re-evaluate relationships, to a realization of their utter interdependence, to a clearer understanding of the laws of function and solidarity in economic effort.

At such times men begin to question the validity of accepted beliefs. Their minds become fluid, and to a fluid mind ideas are like pebbles dropped into a limpid pool. They start ripples of reaction which stir the entire surface. This is certainly the psychological moment to initiate a movement which in purpose is at once educational, corrective and constructive. The congress is to be the machinery of such a movement in the building and construction industry.

### CONVENING THE CONGRESS

The Organizing Committee created by the Chicago conference met in Pittsburgh on October 29, where it brought into existence a Congress Executive Board of forty and instructed this board to convene the first session of a permanent congress of the building and construction industry in Chicago on February 1, 1921.

The personnel of the moving group is always of interest because it indicates with fair accuracy the character that will be given to the enterprise. Among the members of the Executive Board are: General R. C. Marshall, Jr., of Washington, D. C.; W. A. Rogers of Chicago, and W. G. Luce of New York representing the general contractor element; Robert D. Kohn of New York, M. B. Medary, Jr., of Philadelphia, and E. J. Russell of St. Louis, representing the architects; L. K. Comstock of New York and Oscar A. Reum of Chicago, speaking for the sub-contractor element; Morris Knowles of Pittsburgh and Prof. F. C. Shennahon of Minneapolis, representing the engineering element; Thos. R. Preece, J. P. Noonan and George F. Hedrick, representing labor; Walter Stabler of New York, representing the investment interests.

The Executive Board has designated the essential functional elements of the building and construc-

tion industry as follows: Architects, engineers, general contractors, sub-contractors, labor, manufacturers of materials and equipment, dealers, and investment bankers.

Each of these elements will be invited to send to the congress twenty accredited representatives.

In order to get the movement firmly rooted throughout the country, the board will encourage the organization of local or regional groups representative of the eight essential elements in the industry. It is proposed that these local groups will constitute sensitive and responsive points of contact for the Executive Board with local conditions and also agencies in the conduct of the research work which the board must do in order to formulate a program for the consideration of the congress when convened.

### DEMAND FOR CONSTRUCTION REACHES THE CRISIS STAGE

The imperative need of finding ways and means for reviving the building industry is made perfectly apparent by available facts and figures, if we stop to consider them. In the matter of housing, during the years 1918 and 1919 the country accumulated a shortage of more than 800,000 dwellings, which shortage has increased to 1,000,000 and is increasing at the rate of 450,000 per year. There is only one home being built for every 100 marriage licenses being issued. In nearly every city of the country children are attending school in two shifts of three and a half hours each. Public improvements are everywhere needed. Public utilities, power companies, steam and electric railways are unable to meet the growing demand for service, which demand can be met only by new construction of plants and buildings.

In the face of this unsatisfied and rapidly multiplying demand, which can be met only by the building and construction industry, every one connected with that industry ought to view the future with a glow of optimism. But, also, it ought to make every one connected with the industry realize that self-interest, if not the industry's responsibility to society, demands genuine co-operation by every individual and every element in the industry in the effort which must be made to find the path out of the wilderness to the highway of progress and prosperity.



# Managing an Electrical Contracting Business \*

IN TWO PARTS—PART I

Business Will Be Successful to the Extent that the Fundamental Principles of Management Are Applied, and the Business Will Be a Failure to the Extent that These Principles Are Neglected

By A. L. ABBOTT

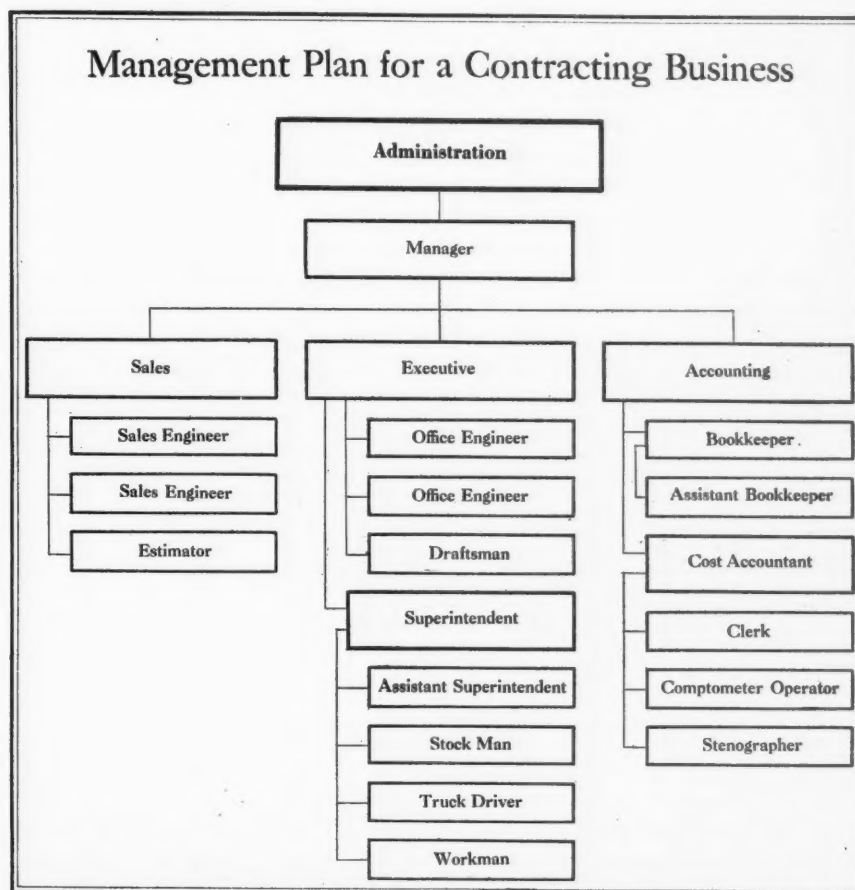
Electric Construction Company, St. Paul

**T**HERE are two methods which might be followed in discussing the subject "Managing an Electrical Contracting Business." The one which perhaps would seem the most natural is to analyze and classify all operations involved in carrying on an electrical contracting business, then to take up each subdivision by itself and attempt to cover it fully. I have made such a classification of the activities of a business, and find that they can be quite completely covered under about twenty-six subdivisions, and I estimate that at least twelve hours would be required to discuss all items with anything approaching completeness. This might possibly be termed an exhaustive treatment.

The other method, which I have adopted as decidedly more practicable for a talk of this nature, is to outline certain principles which have a general application, to discuss the application of these principles to the electrical contracting business in particular, and to give some examples showing how the principles can be applied. It should be clearly understood that the examples cited are intended merely as illustrations and include only a few of the many possible applications.

The underlying principles of management have been more or less fully discussed by various writers on this subject. I have chosen, as best adapted to our present purpose, the statement of fundamentals laid down by Harrington Emerson, which he has named "The Thirteen Principles of Efficiency." A careful consideration of these principles will, I believe, show that they are truly fundamental and complete. It therefore must follow that to the extent that they are applied in the management of a business the business will be successful, and to the extent that they are neglected the business will be a failure.

\* From an address by A. L. Abbott, Electric Construction Company, St. Paul, before the annual convention of the National Association of Electrical Contractors and Dealers, Baltimore, Oct. 7, 1920.



Plans for the management of an electrical contracting business require the making of a complete and definite organization chart, covering the personnel and the functions to be performed by each individual. Such an organization chart is here shown.

In order to arrive anywhere it is first necessary that we have an objective point. The great aim of every contractor is presumed to be business success. In the final analysis, the measure of success in business is net profit; however, for a given volume and class of business overhead is or should be almost a fixed amount, therefore we may say that the major ideal of the contractors is a certain annual volume at a fair gross profit. The contractor who is just drifting along, who prefers

to take things as they come rather than to make any special effort to improve conditions, will vaguely hope that his next year's volume may be equal to this year's or perhaps slightly larger.

The good business man will carefully examine his records for several previous years, will take into account general business conditions and the ability of his organization to get new business and to handle work after it is secured, and will finally arrive at a definite figure for new business to be

secured, which becomes his major ideal for that year. He will even go further than this and fix a tentative figure for his annual volume of business at some more distant time, say five years ahead. The only limit to your volume is the market in your territory, and even the market can be improved to some extent through your own efforts. There is more danger that you will fix your ideal too low than too high. Set a

stock and which costs real money. The more diversified the service the greater the expense of maintaining the necessary organization, hence the small contractor had best specialize and not attempt to cover too much ground. It is worth while to make a full statement of your ideal of service; write it out in detail, then see how far you fall short of the ideal and determine what steps should be taken to remedy the deficiencies. Some other minor ideals are the development of the morale of the organization—the spirit of loyalty and en-

A successful business is not operated on the hit-or-miss basis. If the business is to have a healthy growth, if it is to expand consistently along the lines that insure increased profits, we must have definite, carefully thought out plans for conducting the business. Such plans must cover these points:

(a) *An estimate of the volume of business to be handled during the year.*

(b) *Determination of the classes of business on which sales effort should be concentrated.*

(c) *Determination of the territory to be covered.*

(d) *Preparations of a budget of expense.*

(e) *Making provision for the capital required to carry on the business.*

(f) *A complete and definite organization plan, covering the personnel and the functions to be performed by each individual.*

Financial report dated \_\_\_\_\_ Company \_\_\_\_\_

### BALANCE SHEET

ASSETS	At this date	At Jan. 1st
100 Cash		
101 Accounts receivable		
102 Inventory		
103 Prepaid expenses		
104 Other assets		
105 Total		
110 Liabilities		
111 Accounts payable		
112 Notes payable		
113 Other liabilities		
114 Total		
120 Equity		
121 Capital stock		
122 Retained earnings		
123 Total		

Financial report dated \_\_\_\_\_ Company \_\_\_\_\_

### SUMMARY OF FINANCIAL OPERATIONS

	For month of _____		For _____ months to date	
	Current year	Last year	Current fiscal year	Last fiscal year
SALES BILLED				
200-1 Gross sales billed				
200-10 Commission allowed (on net)				
200-11 Cash discounts allowed (on net)				
200-12 Net sales billed				
COST OF GOODS BILLED				
300-1 Cost of goods billed				
300-2 Cost of materials & supplies to warehouse				
300-10 Transport charges on goods shipped				
300-11 Freight out of goods shipped				
GROSS PROFIT				
400-1 Gross profit				
400-2 Net profit				
EXPENSES AND SUNDRY CHARGES				
500-1 General exp. details on reverse side				
500-2 Total exp. charges				
500-3 Net profit				
500-4 Net profit				
500-5 Net profit				
500-6 Net profit				
500-7 Net profit				
500-8 Net profit				
500-9 Net profit				
500-10 Net profit				
500-11 Net profit				
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500-97 Net profit				
500-98 Net profit				
500-99 Net profit				
500-100 Net profit				

Financial report dated \_\_\_\_\_ Company \_\_\_\_\_

### DETAILS OF GENERAL EXPENSES

	For month of _____		For _____ months to date	
	Current year	Last year	Current fiscal year	Last fiscal year
1. Office and department heads				
2. Clerks and stenographers				
3. Reception				
4. Office attendants				
5. Warehouse employees				
6. Rent				
7. Light, Heat and Power				
8. Telephone and telegraph				
9. Postage				
10. Stationery and printed forms				
11. Donations and Gratuity				
12. Travel and entertainment				
13. Advertising				
14. Association Expenses				
15. Taxes				
16. Insurance				
17. Legal				
18. Shop Expenses				
19. Warehouse expenses				
20. Maintenance of vehicles				
21. Old Contract Expense				
22. Other general expenses				
Total				
Total Cash collected from customers on accounts and sales receivable (do not include notes received)				

**GOOD MANAGEMENT  
REQUIRES A  
FINANCIAL REPORT  
FOR EVERY MONTH  
IN THE YEAR**

Under the management methods described here by Mr. Abbott and followed by him in his own business, a financial report for the contracting business calls for a balance sheet, a summary of financial operations, and a detailed statement of general expenses. Close study of these forms, reproduced here, should help any contractor who is trying to work out the necessary forms for his business.

mark to shoot at for each year's volume and per cent of gross profit and then move heaven and earth to reach that mark, and be sure you set the mark high enough.

A number of minor ideals are involved in the major ideal of success. Among these none is of more importance than the ideal of service. I offer this definition of the term: Service is furnishing to your customer the thing that he ought to have. Service is not a state of mind, not something existing only in the imagination, but in a sense it is a commodity which you keep in

thusiastic interest in the game; the contractor's ideal of policy in adjusting claims and misunderstandings with customers; the ideal of the right kind of co-operation with your competitors to improve trade conditions, and the ideal of developing a perfect business machine, and the mental attitude that keeps you forever on the lookout for defects, large or small, and never satisfied until you have found the remedy for every one discovered.

Having established definite ideals, it is necessary in order that we may attain these ideals that we plan to do so.

(g) *Laying out an adequate physical plant—office, storeroom, furniture, office equipment, etc.*

If capital could be had for the asking; if trained men ready to fit into your plan could be picked up at a moment's notice; if you could move every thirty days into a new office, fully equipped and exactly suited to your needs at that particular time; then planning your business would be a very simple matter. Unfortunately, however, an electrical contracting organization is not so elastic that it automatically fits itself to any volume



(Continued in the December Issue)

The general report covers the vital statistics of the business. It furnishes an exceedingly valuable index to the real activity of the business, as well as a running check on overhead.

**The Universal Products Company of Sandusky, Ohio, and Oshkosh, Wis., has increased its capital stock to \$500,000. The plans include the purchase of the H. C. Doman Company of Oshkosh, Wis., and the removal of the main offices from Sandusky, Ohio, to Oshkosh, Wis. The new company will continue to manufacture the Universal Products electric lighting and power plants and the Doman engines. The officers are L. E. Willson, president; R. K. Schriber, vice-president; C. H. Eichinger, secretary; L. Schriber, treasurer.**

# Electrical Merchandising

The Monthly Magazine of the Electrical Trade

*believes that:*

1. Goods must be sold and business done at a profit.
2. Business comes to the man who goes after it.
3. Central stations must compete with other retailers at a profit.
4. The contractor-dealer must go after business if he expects to get what he deserves.
5. Discounts in the chain from manufacturer to jobber to dealer must be so adjusted that every man who has a function gets paid for it.
6. It is to the central station's interest to encourage and foster retail sales by every retail electrical dealer in its community.
7. Electrical contractor-dealers should cease selling merely wiring jobs or appliances, and sell an electrical service.
8. The electrical merchant—central-station man, as well as contractor-dealer—must analyze his business, know his costs, and adopt modern merchandising methods in both buying and selling.
9. The electrical trade must think and practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with convenience outlets; that plugs and receptacles must be standardized; that fixtures should be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience; and that meter-boards be so located that meters can be read without entering the house.
10. It is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory. To this end we urge local newspaper advertising on the part of every dealer handling electrical appliances, and that advertising departments of local newspapers be made part of the local electrical industry.

## Buy a Health Bond

ELECTRICAL MERCHANDISING has been requested to call its readers' attention to the national sale of tuberculosis Christmas seals, which will take place from Dec. 1 to Dec. 11. Few of us realize that every third man who dies between the ages of 15 and 45 is killed by tuberculosis. The disease is preventable, and the National Tuberculosis Association, with its 1,200 affiliated agencies, is fighting a winning war against it. The association's funds come from the sale of these seals. Every seal purchased by the business man is a health bond not only for himself but for his community as well!

## Photographs that Help You Sell

THE value of a washing machine in selling other washing machines to the neighbors has long been recognized. The evidence of a satisfied user brings down to reality the many arguments of the advertising literature which have gradually been seeping into the public. A similar bit of psychology is enacted when the prospective customer is shown photographs of actual installations which have been snapped by the dealer. Methods of installing appliances conveniently, baseboard sockets, good wiring methods, attractive fixtures, may all find effective arguments in photographs of such homes as show good practice along these lines. Photographs of this sort are not difficult to take and cost very little for films and printing. Customers are usually flattered at having their equipment considered a model for others to follow and are not likely to object to the taking of the photograph. Contractor-dealers as a whole are too apt to neglect the advertising value of their achievements of the past in obtaining business for the future. Such a carefully kept album will not only help in spread-

ing this information among customers but will furnish the basis for publicity stories in the press and in the technical magazines, the importance of which in increasing man's influence and standing should not be overlooked.

## "Farm Electric Plants"

MANUFACTURERS of independent electric light and power plants have got into the habit of calling them "lighting plants," with the result that in most references in trade literature, catalogs and farm journals to electrical equipment on the farm "lighting plants" is the name that sticks. Electrical merchants and other merchants handling farm electric equipment have fallen into the same habit, so that farmers generally have secured the impression that such plants are useful only to furnish light.

Many of the outfits now on the market are essentially electric power plants, having ratings up to 1½ kw. Such plants are designed to supply ample power for operating a big water system, a milking machine, a cream separator, a washing machine, an electric iron, and so on.

It is time to stop calling these outfits "farm light plants" and to begin calling them by the more inclusive term "farm electric plants."



## Radio and Your Store

THE Great War, which made and unmade so many things during the past five years, has made "radio"! The war multiplied the ranks of the wireless enthusiasts at least threefold. During war days thousands of men who had never before thought of radio work as a hobby learned of its fascinations through actual experience.

Before the war the number of radio enthusiasts was estimated at 150,000. Today the number is somewhere between 750,000 and 1,000,000—and increasing! Many of these newer "bugs" are men of mature years, with means that enable them to buy the equipment their tastes dictate. It is not surprising therefore that some amateur radio stations reach investments into the thousands of dollars.

Until now this radio apparatus has been largely a mail-order business. But the greatest development will come with the presence of actual stocks of radio equipment in the stores of local dealers. Radio supplies in window or showcase will mean increasing sales. A good radio department ought to turn over monthly sales of \$500 to \$1,000. It will be a thoroughly profitable department on its own basis, but it will also be the means of bringing into the store a constantly increasing stream of purchasers for other electrical lines.





## Ideas for the Man Who Sells



### Install an Electric Washer in Every Institution in Your Town

One of the first things every electric company should do, thinks John J. Collins, president of the Meeks-Collins Electric Company, Norfolk, Va., is to place an electric washer in every institution in the city.

"That, at any rate, is one of the things that have helped us," says Mr. Collins. "We have made an effort and have succeeded in placing a washer in every institution in our town— orphan asylum, girls' home, hospital, public charities institution, country club, etc.

"The reason we do this is that women have an interest in these places, and if, in explaining the washer to a prospect, we can refer to these places with pride, it will have great weight with them. They know that in large institutions the machines are in constant use, and certainly, they reason, if a machine can stand institution work it can stand household work too."

### Advertising the Heater for Health

There is no better time to push sales of the electric heater than during one of those neighborhood epidemics of colds. Watch carefully for these outbreaks. Colds are contagious and spread like other diseases, but they also get started because of unfavorable weather conditions. You can almost be sure that certain kinds of weather will bring a crop of colds.

When the cool fall days break into a week of cold, drizzling rain, fill your window with all sizes of electric heaters. Play them up with such signs as "Cold Cures," "Cold Chasers" or "Don't Freeze and Then Sneeze, but Get a Heater to Warm Your Room."

From a physician, or from a library or school book on physiology and hygiene, you can obtain statements as to what the range of temperature should be in an occupied room and the danger to health when the thermometer falls below this. Make placards of these statements,

*Plans, Schemes and Methods Gathered from Successful Selling Experience to Increase the Sale of Electrical Appliances*

giving the authority in each case, and place them conspicuously among the heaters on display.

Often there may be a small epidemic of colds without attracting any attention. This can be noted at the movies or other places where crowds assemble. When you notice this, advertise your heaters. Any reference to colds will always go home to at least a few people.

Through the weather man, or through your own observation, get the range of temperature when the majority of people arise. In the fall of the year when this begins to drop below what it should be in an occupied room get out your heaters. Make placards of this dropping temperature and call attention to its bearing on health.

When any person contracts a cold he nearly always traces it to the dropping of mercury somewhere in his daily routine. Heaters can always be advertised as preventives for this drop and the consequent cold.

## Christmas Window Decorations and How to Make Them

BY A. E. EDGAR

It goes without saying that the better the merchant puts the Christmas gift idea across to the public passing his store the more profit there is likely to accrue to him individually at this time. The Christmas spirit is abroad in the land, but the merchant must show that he has it in his store if he expects customers to make Christmas purchases there.

There is certainly no substitute for the window display for securing the good feeling of the Christmas season in the prospective customer's mind. It might also be safely said that it is not a hard thing to make the window display emanate this desirable spirit.

The mere display of electrical ap-

pliances in the window will sell some such devices. But if they are displayed in a manner to make it appear that they are the Christmas gifts *par excellence* there will be a much larger sale. The electrical appliance dealer must make his wares

appear suitable for Christmas gifts. He can do this by surrounding them with the symbols of Christmas.



FIG. 2—This tree and box cutout is made from wall board. Tree, box and circle may be cut out separately and dimensions or proportions changed to suit individual taste. The circle should be outlined in electric lights, red and green alternating.



FIG. 1—The panels are cut from wall board, which forms the support for the Santa Claus mask surrounded by a wreath of holly tied with a big bow of red ribbon or crêpe paper. Alternate designs for the side panels are shown.

The setting suggested for a background to an electrical window illustrated in Fig. 1 is not at all hard to make. It is very much better than the usual curtain hung in the back

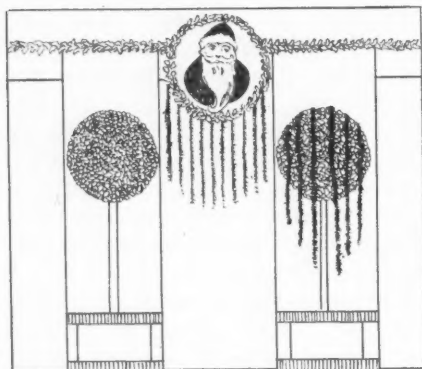


Fig. 3—The round trees may be made from old arc-lamp globes—obtainable from almost any electric light company. The globes may be covered with fringed crêpe paper and lighted from within. Green fiber roping to complete the effect can be purchased at any novelty counter.

of the window or of a permanent background composed of paneled wood or mirrors.

The panels are easily cut out of sheets of wall board. If care is taken to keep the original boards clean there is no necessity for further finish. Crêpe paper is quite suitable for covering the panels, when necessary, and a softer finish than the plain board will then be secured.

The center decoration is a disk upon which is mounted a papier maché Santa Claus mask, or upon which may be pasted a lithograph of the same subject, or some other Christmas symbol, provided the former are not obtainable when wanted. Surrounding this is a wreath made of artificial or natural holly leaves. Nestled in the leaves, to represent the red berries, a number of small red electric lights may be placed. The large bow may be made of red crêpe paper, silk or satin ribbon.

The poinsettia panel at the right, surrounded by the wreath of evergreens, can also be illuminated by using a small bulb for the center of the flower. The wire may be drawn through the panel and hidden by the stem or it may be wrapped with the stem with green crêpe paper.

The decoration at the left is also suited for use in the electrical window. An opening is cut in the wall board panel. This is surrounded by imitation icicles made of cotton batting. Artificial snow should be sprinkled over this. Just back of the opening an electrical candle or cluster

should be set. As a background for this a holly red enclosure should be made. The disk cut out of the opening can be used for the back, while red crêpe paper plaited may be shirred around it so that it encloses the lights.

The setting in Fig. 3 is capable of electrical treatment. As before explained, the holly berries may be made of red bulbs. These may be strung along the top of the background and around the picture of Santa Claus. Any of the lithographs supplied by manufacturers for Christmas will be suitable for treatment similar to that of Santa Claus.

The round trees are made of old arc-lamp globes. These are covered with crêpe paper fringed. Lights are, of course, placed within the globes, the wires running up the trunk of the tree. Green fiber roping, which can be obtained at any novelty counter of a department store, at the stationer's or 10-cent store may be draped in strands over the globes, or festooned from one to the other, and to other parts of the decorations.

The cutout illustrated in Fig. 3 is

### Can You Be Santa to These Youngsters, Mr. Dealer?



"Ted got his ball and bat  
And Ned his 'lectric train,  
But where, oh Father Christmas,  
Is that 'lectric aeroplane?"

Yes, Mr. Electrical Dealer, its to youngsters like these that you will have to sell, if you want to make the most of your Christmas opportunities. Can you do it? Start an electrical "toy department" this Christmas and see.

### Congratulating the Customer

#### You Are to be Congratulated

You have bought one of the Best of Electrical Appliances. It will add to the pleasure of your housekeeping. Electricity always does that. Ask Southern Public Utilities Company how their service can help you further.

PHONE 1141

It is one of those small things that count so much—"but it causes a good feeling to exist between buyer and seller," says G. M. Strader, sales manager of the Southern Public Utilities Company, Winston-Salem, N. C. This company is now following out the policy—as suggested in ELECTRICAL MERCHANDISING—of congratulating every customer upon the purchase of an appliance. A card like that shown above is slipped into every package. Read upon opening, it carries the reassuring message, "You are to be congratulated. You have bought one of the best of electrical appliances." Tactfully worded, a card like this is bound to create a warm spot for the house.

easily made from wall board. The tree and box may be made separate, as well as the circle. The proportions of the tree and box may be changed to suit any individual need, the box may be made smaller, it may be made narrower or it may be made more squat. The circle is, of course, to be fitted with electric lights, red and green alternating. This will make a decoration that will attract attention to the display at all times, day or night. The lighter appliances, such as curling tongs, water heaters, toasters, etc., may be attached to the tree if desired.

Make use of the symbols of Christmas in the window decorations and the spirit of Christmas will be represented there. The more prominent this spirit of the season is made the larger the sales that will result from the display.

### "Time, Please, Mr. Electrical Dealer!"

BY LLEWELLYN CADY

This wasn't done by an electrical dealer, but there's no reason why it couldn't be. Some time ago the telephone companies throughout the country curtailed their service by announcing that telephone operators could no longer give the time of day to subscribers. One merchant took advantage of this situation by advertising for several days in the newspaper that his store would gladly give the correct time to all who cared to call his number and ask for it. Today every one calls that dealer for the correct time. It's a service that takes little of his own office employees' time, but means much in advertising and good will value.



## Moving Pictures Draw Crowds to Dealer's Window

BY NAOMI SWETT

A. O. Berg of the Acme Projector Company, Portland, Ore., sells a diversified line of electrical specialties, including violet-ray machines, and portable projectors, built especially for schools, churches, homes, etc.

Having secured the state agency for the projector outfit upon his release from the army just a short time ago, Berg rented a ground floor store on an upper street, where the passersby are few and far between. It did not take Berg long to gather continuous crowds in front of his store. This is the way he did it. Of course, the evening is the only time he could pull this stunt, as the crowds are large enough to obstruct the sidewalk and interfere with foot traffic.

He began showing moving pictures, right in his window, every night for two hours, beginning at 8 o'clock. A showbox is used and the projector is behind the curtain, which is made transparent by spraying with water every night before the performance. The window is scarcely 5 ft. wide, but the pictures are clear and sharp. The film is turned on the reverse

side so that the printing will be readable from the outside. Draughtsman's linen will make a very good screen, but Berg uses an ordinary plain white bed sheet of thin material. A large number of sales and prospects have resulted from the publicity gained in this manner.

## Plan Your Arguments to Put Enthusiasm Into Your Sales Talk

BY N. EDSON

Perhaps it is not easy to be always ready with fresh interest and enthusiasm and never grow stale on the job; but such fresh interest is the special requisite of the salesman. He must remember that no matter how old and commonplace and easy of comprehension his article and all its attachments or other details may be to him, to the inquirer they are all new or are now seen in some new connection.

And when she comes to the point of being ready actually to consider a vacuum cleaner, say, or an electric stove with its accessories, for use in her own house, she likes to have the interest met with a show of equal enthusiasm as to the advantages and merits of each kind.

## "Electric Service Man" Leaves Few Appliances Long Unrepaired in Manchester, N. H.



Just about a year ago it occurred to Robert A. Horace of Manchester, N. H., that there was a big opportunity for a man to go out and make a business of the maintenance and repair of electrical appliances in the home. The more he thought about the idea the more he liked it, and it wasn't long before he left his central station job and announced to Manchester's housewives through newspaper ads and post cards that he was "ready, whenever you need him, to come to your home and repair or adjust any of your electrical household appliances that may be out of order." Manchester's housewives took to the idea at once, and today the service car of "The Electric Service Man" is almost as familiar a sight to Manchester residents as the milk or baker's wagon

## Tie a Card to Every Phone Book!

BY ROSE M. STORM

**ON THE LINE EARLY**  
*Western Electric*  
**WASHER & WRINGER**

For Police.....	Call Police Department
For Fire.....	Call Fire Department
City Hospital.....	Sidney 4320
Union Station (Information).....	Main 4723
<i>Frank Adam Electric Co.</i>	Lindell 6550

**FREE DEMONSTRATION**

In your own home, with your own washing and at any time most convenient to you, see what it means to wash the easy way—the saving way—by washing the *Western Electric* way—for you can wash blankets, lace curtains and the most delicate lingerie, cleaner, better, more carefully than you, yourself, can by hand, and at a cost of less than three cents for current for an entire washing of five persons. Phone or call

**Frank Adam Electric Co.**  
Lindell 6550      904 PINE STREET      Central 1681

Use this Coupon. It will be accepted as a Five Dollar payment on the first installment or cash payment on the *Western Electric* Washing Machine. Easy terms, payable in small monthly payments, as you save.

**Frank Adam Electric Co.**  
904 PINE STREET      (OVER)

A little piece of advertising certain to catch the eye of every housewife, as well as the attention of her husband and every other member of the family, both at home and at business, is that circulated by the Frank Adam Electric Company of St. Louis. This company has arranged with the telephone company to tie to each telephone book of the current issue an attractive three-color tag bearing the heading "On the Line Early." These words are in bold black type and run through a line of white clothes, under which is a clock with its hands indicating 9 o'clock. The Frank Adam Company insures returns on this little advertising campaign by offering a credit of \$5 for each coupon turned in in connection with the purchase of a washing machine.

## An Association Membership for This M. D.

Up in Buffalo, N. Y., there is a prominent practicing physician who makes a regular thing of prescribing electric heating pads for his patients. Usually he sends a pad to the patient's home, following it up with a charge on his regular bill "for professional services rendered," on the first of the following month. The doctor purchases these pads in half-dozen lots from a local electrical house, and collects the full retail price from his patients.

Heating pads, it should be remembered, are only one of an increasing group of popular electro-therapeutic devices, such as vibrators, violet-ray outfits, and light applicators.



## Hints for the Contractor



### Flexible Cords Can't Be Judged by Inspection

Special durability tests conducted for the wiring committee of the National Electric Light Association and presented at its meeting in Cleveland on Oct. 7 show that some brands of No. 16 heater cord are more than one hundred times more durable than others, yet all of the twenty-six brands, submitted by eleven manufacturers, were supposed to be standard cords approved by the Underwriters and sold for general use.

The best record for the bending test over an 8-in pulley was 343,000 bends, while the poorest cord withstood only about 2,000 bends. Under the abrasion tests, in which the cords were passed over a piece of 12-in. half-round second-cut file, the

*Ideas on  
Estimating, Stock Keeping,  
Shop and Construction Methods,  
Repairs and Maintenance,  
and Collections*

highest number of passes was 286,000 and the lowest 8,360. The figures given for each cord are the averages of tests of five samples.

The cord which withstood the greatest amount of bending was below the average in the abrasion tests and vice versa, but the cords which came third and fourth, respectively, in the bending tests had the same standing in the abrasion tests. Many of the cords could probably be improved at little expense, but 50,000 bends and the same number of abrasive passes were thought to be a reasonable standard at present, inasmuch as the records of half the cords were higher and half were lower than those in each test.

Practical men were asked to judge the cords before the tests, and while in some instances the rating by inspection was about right, in many cases the durability tests gave entirely different ratings. The tests also brought out the fact that the durability of the cord, as shown by these tests, is independent of the details of construction which have been emphasized in some specifications.

The committee now intends to have similar tests conducted on No. 18 heater cord and various kinds of lamp cord.

### Selling "the Farm-Electric Idea" Through Truck Demonstration Trains

To emphasize the need of modernizing the farm so as to overcome the handicap imposed upon farmers by the scarcity of labor, motor-truck dealers' associations throughout the country from time to time conduct "Rural Development Tours."

The purpose of the tours is purely educational. No solicitation of orders is permitted. With each truck train there is a farm economics expert, who addresses the people at every town where the train stops. His talks are informative; they teach the

people of agricultural communities modern scientific methods of farming. The tours are carefully planned, so that from one to five counties are covered in one or two weeks' tour. The trains travel on schedule and the time of arrival is announced in local newspapers and on placards which the advance man conspicuously posts along the route. This insures crowds at scheduled stopping points.

Demonstrations are made *right on the farms* and in the villages where potential purchasers live. In other words, the trucks are brought to the prospects, who are shown by actual operations how time and labor can be saved.

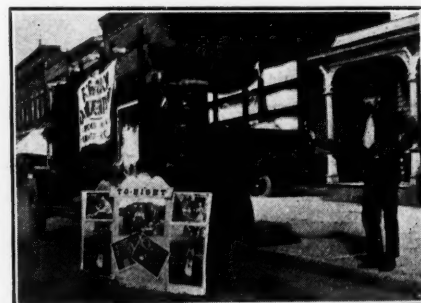
#### MASS DEMONSTRATIONS SAVE SALESMEN'S TIME

The truck tours are well advertised. They attract great numbers of people. Many of these people

### "Hang a Fixture Like a Picture," Echoes W. P. Collins



"All our outlets in our fixture rooms are of the quick-attachable plug type. To accomplish this we have used a combination of standard devices which are already on the market," says W. P. Collins of the Collins Electric Company, 92 State Street, Springfield, Mass. "It is an arrangement which can be used without any specially manufactured fitting. Every fixture man who has seen the arrangement is very enthusiastic about it." The new store of the Collins Electric Company, at 92 State Street, Springfield, Mass., is located directly opposite the electric light company's office. The Collins store has been completely equipped for the sale of appliances, fixtures and wiring service.



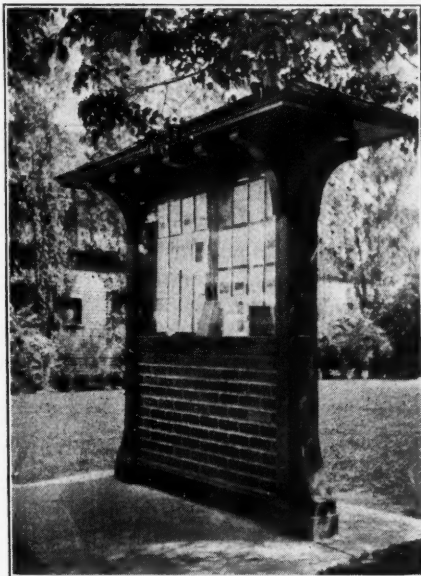
One of the trucks in the demonstration train is equipped with a farm-electric plant. At stops this outfit is used to light the handstands and parking places and to furnish electricity to show the motion-picture film the "Go-Getter," showing the convenience of electricity on the farm.

after seeing the demonstrations become prospects. A lone salesman, with all his energetic canvassing, would take months to reach the same number of prospects, because he must seek them out and learn their needs by more or less indirect means.

This all suggests a way that the farm power and light dealer can cooperate with the motor truck dealer in reaching farmers with their mutual message of labor-saving equipment. The two are working on parallel lines. The motor truck has brought the farmer closer to the city market; *electric power and light has brought the city comforts and conveniences to the farmer.* The advantages of co-operation are obvious.



## Suggest This for the Public Library in Your Town!



Lexington, Mass., has a public library which employs electric lighting to attract attention to its service to the community. On the lawn in front of the library stands a neat structure of brick and timber, equipped with a 36-in. x 72-in. display window, in which are mounted the latest books and pamphlets, all illuminated by two concealed 25-watt reflector lamps of the tubular type, installed in a cove at the top of the case. A 10-watt lamp at the rear facilitates changing the display from the back of the case. Underground service is provided by the Boston Edison Company, and the concentration of light upon the books and pamphlets is most effective.

The Western Electric Company, seeing the opportunity offered, has recently extended its educational work of instructing the farmer in the matter of employing time, labor and cost-saving equipment that not only increases production, but makes the actual work more attractive and remunerative, and has arranged to send trucks along with various truck trains touring different sections. Each of the company's trucks was equipped with a direct-connected farm power and light outfit and plenty of leads sufficient to illuminate brilliantly parking spaces at night "controls." A portable motion picture projector was also carried.

By operating the outfits at each stop (the truck trains made on the average five stops a day) the power and light plants were brought to the attention of large numbers of people. And the illumination of the parking spaces and band trucks (every truck train carries its own band) at night convincingly demonstrated the plants' efficiency.

Although the farmer is keen for any improvement that means more profit or more conveniences, he has

to be shown. No amount of talking alone will convince him unless he sees for himself that an outfit is as simple to operate and as efficient as it is claimed to be. Therefore, demonstrations made under conditions imposed by the tour and in places where there were large gatherings of farmers served to arouse keen interest in the lighting plants carried with the truck trains.

To supplement these demonstrations, the Western Electric picture—The "Go-Getter"—was shown at open-air presentations in every town where the trains stopped at night. The current necessary to project this motion picture was supplied by a direct-connected set. This evoked intensified interest in the electrical equipment and gave the farmers a conception of the resources that would be theirs if they installed farm power and light outfits. By the nightly showing of the motion picture, visualizing practical uses of electric power and light, the electrical message was convincingly carried to thousands of people. Many favorable comments concerning the outfit's operation were heard. One little old lady informed the demonstrators that "the young feller in the picture went an' done jes' what my boy wanted pa to do." A little later "Pa" avowed his intention of emulating the "Go-Getter's" example.

On the Syracuse (N. Y.) farm development tour the "Go-Getter" in five nights was shown to 9,700 people of the farming communities in five counties of Central New York. On the Buffalo tour it was shown to 8,900, despite heavy rainstorms which made the "open air movies" impossible on two nights. The human interest of the "Go-Getter" riveted the attention of these people and the practicability of the ideas the picture presented held their interest.

## Outlet Cutter Saves Time and Labor

E. R. Wengenroth, electrical contractor, of 1113 Flatbush Avenue, Brooklyn, N. Y., has devised an outlet cutter for use in his own contracting work which he declares produced remarkable saving in time and labor. "Formerly the man I gave the job of cutting outlets to was a careful mechanic who received \$7 per day," said Mr. Wengenroth. "Removing fixtures and cutting outlets,

I found that twenty-three outlets was a full day's work. But now I can give a three-dollar-a-day helper one of our cutters and find that he cuts twenty outlets a morning, showing a saving of approximately \$5.50 a day."

The cutter is made of a carborundum saw, six teeth to the inch, 2½ in. deep, allowing room to cut through the deepest centerpieces. The handle is of wood, 15 in. long, which gives plenty of leverage to cut wood easily. The tool is light enough to carry in the tool bag without adding unnecessary weight. The pan is 8 in. in diameter and is needed only to catch the very small quantity of dust caused by the cutting teeth. All the plaster within the cutter is removed in one solid piece, assuring a neatly cut outlet with practically no dust.

*The portability of the portable lamp depends on the number of convenient outlets in the home—QUALITY ELECTRICAL WORK!*

## "Coppers on the Electrical Half-Shell"

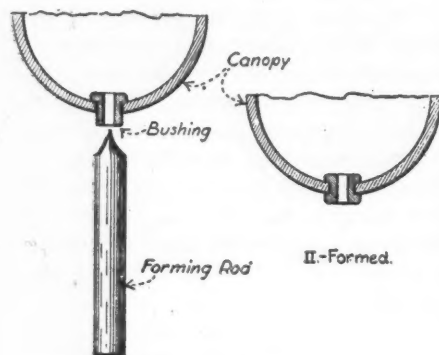


This looks a whole lot like the fat policeman who wet-blankets our enthusiasm every time the pointer on our Stewart-Warner begins to quiver around "45" along that booming stretch of roadway between our house and town. However, if this copper in the picture will only remain standing right there *between the tracks* where the inspired photographer has placed him, a street car will soon come along and put both him and us out of future misery. Personalities aside, however, this picture proves that policemen sometimes get cold feet and suggests that electrical contractors and dealers can sell their local "city fathers" some of these enlarged halves of electric waffle-irons which the Westinghouse company has just developed for the prevention of gelid toes of the gendarmerie.

## Holding Bushings in Canopies

BY R. M. WILLARD

The wiring inspectors in some districts object to the use of ordinary composition bushings in fixture canopies, because the bushings are liable to crack. However, a fairly good job can be made with such bushings as shown in the accompanying drawing. The bushing is



Method of fastening a bushing in a canopy by forming a flange with heated tool.

first placed in the hole prepared for it in the canopy. Then a forming tool, which should be of metal and of the shape shown in the picture, is heated in a blow-torch flame. Now, if the hot tool is pushed against the bushing, the extending threaded portion can be formed into a flange as shown. If carefully done the completed job has a good appearance. The forming tool must not be too hot, because if it is the bushing will be burnt. The forming rod may be of  $\frac{1}{2}$ -in. or  $\frac{3}{8}$ -in. stock and about 6 in. long.

## Standardizing the Larger Sizes of Attachment Plugs for Heavy-Current Appliances

Following upon the standardization of plugs and receptacles of the ordinary household size, attention is now being directed to the desirability of standardizing attachment plugs and receptacles of the larger sizes. For domestic use, for example, there are two important considerations bearing upon the subject of large-size attachment plugs.

The first is the use of moderately large 110-volt devices, say above 10 amp. up to and possibly including, say, 25 amp.

Above 25 amp., however, there will be no call for receptacles on the

110-volt circuits, because above 25 amp. the central station engineers will almost invariably call for three-wire service, which will make available 220-volt supply between the outers with a much smaller amperage.

"It is very essential that the cap for these plugs should not enter the ordinary small receptacle either four-door or double T," points out R. S. Hale of Boston, chairman of the committee on wiring of the N. E. L. A., in a letter sent out to members of the wiring committee.

"The reason is that these devices if plugged in on the ordinary lighting circuit will, of course, blow the fuses. This happens occasionally in my own house," continues Mr. Hale.

"Probably the dimensions, etc. of these 110-volt, 10 and 25 amp. receptacles should be entirely different from the ordinary small plug and receptacle.

"There is, however, the possibility that the tandem can be made to carry the proper amperage.

### TANDEM PLUGS FOR LARGE CURRENTS

"If this should be the case we could look forward in the future to using the tandem plug for the large amperes and the parallel plug for the small amperes.

"Temporarily, the four-door and double-T receptacles would be used on all circuits, but when there was any danger of the big device being plugged in the tandem slots could be filled with wax or other material, which is what I am doing in my house.

"The ultimate development will in any case be to have only parallel slots on the receptacles on lighting circuits, and this development is coming very quickly in connection with the plug connections for fixtures.

"In such case the double-T and four-door receptacles would be used on the heavier circuits so that both large ampere as well as small ampere devices could be plugged in on the heavy circuits while only the small ampere device could be plugged in on the smaller or lighting circuits.

### THE PROBLEM OF 220-VOLT SERVICE

"The second problem is in regard to 220-volt service. Such services are uncommon now, but are used to

Remember the Date—

Feb. 15, 1921,  
Buffalo, N. Y.

## The Lighting Fixture Market and Conventions of Lighting Fixture Manufacturers and Dealers

more extent and will be used much more in the future.

"For instance, a great many of us look forward to seeing all the ranges, ovens, etc., being connected by plug connections so that when a man moves from one house to another he can take his range or oven with him without calling on the wire man to unsolder and solder.

"In my house today I have two of these, one a 30-amp. 220-volt, two-wire heater and the other a 30-amp. frying kettle connected three-wire with a switch on the kettle.

"My two-wire heater has a T plug.

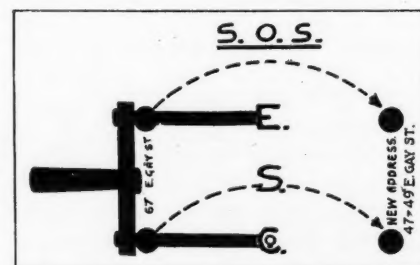
"My frying kettle has a three-way plug.

"I see no reason why the standard plug and receptacle for 220 volts should not be made three-way, i.e., arranged for connection to the neutral as well as the two outers.

"In the cases where only the two outers are used the neutral connection can be left open and do no harm.

"Obviously, these 220-volt connections do not have to be arranged for plugging in any of the other devices, and, further, it is very essential that it should be impossible to plug in any 110-volt device on the 220-volt circuit."

## Send a "Switch-Over" Card When You Move



When the Electric Sales Company of Columbus, Ohio, moved to its new building at 47 E. Gay Street last June the event was announced in a novel way by sending out to the firm's friends and customers a special mailing card bearing on one side the above sketch of a double-throw switch and on the other the following bid for local co-operation: "The Electrical Sales Company needs the help of the whole electrical fraternity of Columbus and vicinity and specially requests the assistance of Mr. John Smith upon the occasion of throwing the switch in their 'change-over' from 67 E. Gay Street to 47-49 E. Gay Street on June 22 to 26, 1920. R. S. V. P. Rubber Gloves Supplied."





## The Jobber's Salesman



### Courtesy Has a Cash Value to the Salesman

BY W. G. ASTLE

Courtesy has a cash value!

It may seem a little sordid to discuss or even to suggest capitalizing the culture of courtesy. However, there is a cash value to courtesy. Think on this question: Which would you rather do, everything else being equal, sell to a grump, write to a pessimist, buy from a grouch, work for a cynic, and receive sarcastic business letters, or have all your business dealings with courteous, friendly, real gentlemen? It is easy to surmise your answer.

Knowing the value of courtesy was one of the things that put H. F. Alexander, at the age of thirty-seven, at the head of a \$15,000,000 fleet of steamships on the Pacific Coast. He started as a humble longshoreman.

"What is the gospel of your work, what is your prescription for success?" he was asked.

"I don't know that I can answer," he replied. "I have always been courteous. Courtesy and loyalty pay big dividends. The men under me are courteous."

Under the headline "Courtesy," travelers on ships of his company find a page on every menu given up to these slogans, written by Alexander:

Courtesy is a business asset, a gain and never a loss.

Officers and employees, above all others, should be courteous.

Use courtesy in all dealings with passengers, patrons and one another.

Remember, officers and employees help their company by being courteous.

The Admiral Line believes in courtesy and the Golden Rule.

Even the discourteous like to be shown courtesy.

Smooth the way for all inquiries by being courteous and patient.

You will find your value increased by courtesy.

"Courtesy is one mark of a good steamship man.

"This company expects its officers and employees to be courteous in all their dealings with passengers, patrons and with one another.

"It asks that they, in turn, be treated courteously."

Emerson says: "Life is not so short but there is always time for courtesy!"

*Ideas Other Men Have Used to Help Them Sell Goods, and to Build Better Dealer-Customers*

### "Start Easy" and Study Your Man

After you know your line thoroughly, start in easy, study your man; be a close observer of human nature. It would not be a bad idea to have an experienced man with you; he can tell you many things worth your time. You will soon gain confidence in yourself. Then go after your game for all there is in you, but never misrepresent your stuff in order to make a sale; let the other fellow do that. If you do it will be only a question of time until you are out of business. Truth always has a big momentum.

### "Punch—Punch—Punch with Care"

"We very frequently receive new sheets for the 8½ x 11 jobbers' binder in general use by jobbers and dealers and observe an increasing number arriving punched incorrectly, causing waste of time and effort properly to insert the sheets and make a price book presentable." writes George F. Grant, 105 Hudson Street, New York City.

"May we suggest that care be exercised in furnishing printers with sample sheet correctly punched, and, if they then improperly punch them, patronize some one else.

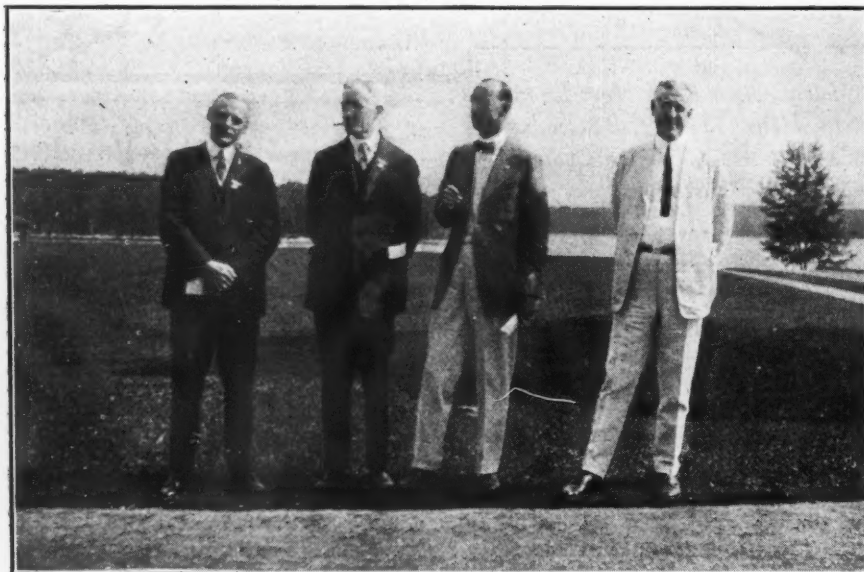
"We are sure jobbers, dealers and salesmen will subscribe to the foregoing, and particularly those who take pride in keeping their price books neat and complete."

### An Electric Club that Meets in the Places of Business of Its Members



Get-together meetings of the electrical men in Louisville, Ky., are made possible by the Louisville Electrical Club, which meets twice a month, a different local electrical concern being host at each meeting. In this way the members become acquainted with the organization of each company by which they are entertained, with its officers and department heads. The photograph shows one of these meetings, held at the Burdorf Company, 415 West Main Street. At the speakers' table at the far end are J. B. Riley, Tampton Aubuchon, V. H. Kallman, Donald McDonald, Arthur L. Young, Theodore P. Pfeiffer and F. A. C. Tocque. Some of the other members present were William Rueff, A. J. Miller, James Clark, Jr., A. C. Link, Charles E. Willey, L. S. Broida, M. M. Broida, Harry I. Wood, Mr. Brennan, N. C. Howerton, Emil Korell, Frank Good, John Hurst, Paul Tafel, R. C. Tafel, H. E. Marquis, J. P. Caldwell, S. B. Storm, Lee S. Reed and E. C. Monheimer.

## The Council of Electrical Associations in New England



In New England they have a practical way of effecting co-operation and co-ordination between the various associations of each branch of the electrical business. This is accomplished through the Council of Electrical Associations in New England, which is made up of representatives of each electrical organization in that region. The photograph shows four members of the council. Reading from left to right they are George B. Quinby, state chairman of the Massachusetts State Association of Electrical Contractors and Dealers; W. F. Abely, chairman of the New England Jobbers' Club; William Gould, chairman of the contact committee of the New England Branch of the N. E. L. A., and J. E. Wilson, secretary Massachusetts State Association of Electrical Contractors and Dealers. These four with Frank J. Allen of the Westinghouse company, who is chairman of the manufacturers' committee, make up the council.

### Salesman Must Conciliate as Well as Sell

James E. Wilson, dean of electrical jobbers' salesmen and one of the first traveling men employed by the Pettingell-Andrews Company of Boston, told of his recollections as a jobber's salesman in the '80s, in speaking before the New England Section, N. E. L. A., at Kineo, Me. Mr. Wilson is now secretary of the Massachusetts Electrical Contractor-Dealers' Association.

"For twenty-eight years I was a traveling man, selling electrical supplies," said Mr. Wilson, "and I must say that my intimate contact with contractors and central stations was such that at times I felt there would never be a satisfactory understanding between the two industries. When the National Association of Electrical Contractors and Dealers was formed, however, I saw the possibility of harmony ahead, and since that time there has been a better feeling existing between the two groups. Never before, however, has the situation attained such conditions as at present. I feel that we are now about 40 per cent perfect, and I am confident that it will not be a very long time before we will be 100 per cent.

"I have said that I was a traveling

man. Now, I am a reformed traveling man. This I say advisedly, from the fact that at the time I was out in active selling I felt that it was only necessary to write orders. I know now that I should have devoted more of my time to bringing about, diplomatically, a better feeling between central stations and contractors, for by this action I could have not only increased their business but sold more goods myself.

"I have sat and listened to the complaints of my customers, both central stations and contractors, and wisely (as I thought) held my peace. I should have made an effort to conciliate them.

"I believe it is the duty of all salesmen to try to create a better feeling between competing contractors and central stations, for such good feeling cannot but revert to their advantage in the sale of their products. Very often a stranger to a city can create a spirit of co-operation between the central station and contractors which would not be possible were a member of the central station or contracting firm to attempt to do so. The electrical contractors, as a rule, are suspicious and were any one contractor to take an active step in the way of a 'get-together' meeting the others would be immediately suspicious that he

was trying to put something over on them. The same thing would occur, in a large measure, were the central station to take the initiative. But the jobber's salesman from out of town can often lead the way!"

### Enthusiasm Is the Sunshine of Personal Conviction

Enthusiasm makes ideas fairly glisten. It takes cold, hard facts and makes them spit fire.

Enthusiasm is the linking of the warm emotions of the heart with the cool reasoning of the mind.

Enthusiasm is proof that the heart is backing up the mind. It is proof that your sincerity is steaming hot.

No man every grows old as long as he retains his enthusiasm.

Enthusiasm consists of putting your whole *self* into the subject.

Enthusiasm is the knack of making one's heart put a new ring in the voice and a winning persuasiveness in the whole manner.

Enthusiasm takes black and white—and gives them a rainbow coloring.

Enthusiasm takes cold facts and puts the mental heat of truth back of them.—*Volume and Velocity.*

### Eight Axioms for Salesmen—Based on Twenty-eight Years' Electrical Selling

1. Make friends of your competitors.
2. Never mention their name in connection with negotiations with your customers.
3. Do not bother the management with what your competitor is doing, but show what you are doing.
4. Never write long letters on one subject.
5. Twice a year send the report of the situation in your territory.
6. Keep the management posted on competitive prices, making comparison with our prices.
7. Competitors' apparatus is always good, but ours is better.
8. Your customer should be impressed with the fact that you know your apparatus, its construction, efficiency and operation. If you cannot prove him the goods, send another man who can do better. You must have the confidence of your customer or you will lose the business.—*I. Sternfeld in "Westinghouse International."*



## Never Know When You Are Beaten

BY J. M. BALDWIN

Never give up, set your aim to be the best, go in to win or know why. You never learned to walk in a day or week; neither can you hope to get all the sales at once. Make up your mind not to let a sale get away if you can help it. Success is a continuation of efforts, and there will be many failures and you cannot prevent them. If you fail now and then do not be discouraged; try to study out why you failed so you will not make the same mistake again. The solicitor who is at the head of his profession never knows when he is beaten, but is so busy looking after new business he does not have time to think failure. The weak salesman, who starts out with a doubt in his mind, who believes times are a little hard, imagines it will be difficult to sell much, is sure to land few dollars.

## Fashions in "Side Lines"

BY FRANK FARRINGTON

It used to be a common thing for a salesman to carry a "side line," some non-competing line which he sold in the "left-overs" of time. Some small manufacturers openly adopted this parasitic method of getting their goods sold. Fortunately the practice is no longer fashionable in selling circles.

But there are many salesmen who have abolished the old style of side line only to take on something later, some side line not quite as tangible as the older types, but a side line nevertheless.

Booze used to be a side line, but it did not take Mr. Volstead to convince the salesman that he could not carry booze as a side line and make good with the main line. Successful salesmen today are clean-cut fellows whose tongues are clean and wag wisely and not too much.

I don't know that I would call smoking a side line, but there are salesmen who practically make it one. They always have a cigar burning, and when they go into a man's store they leave it on a rail outside. If he smokes they offer him a cigar and probably light up themselves. If they refrain, they often bring in a tobacco breath that is worse than cigar smoke.

You have known salesmen so

anxious to smoke that whenever there was a minute to spare they slip out to light a cigarette. Such men are thinking about how to work in time for a smoke rather than about how to sell more goods, and just as sure as the smoke thought is on top the sales thought must be beneath, and sales will suffer.

### BASEBALL, GIRLS, ET CETERA

Some salesmen carry baseball as a side line and they can hardly leave the topic alone long enough to take an order. They think they are discussing a subject in which the customer is interested and they may be right, but if you get a man talking about some outside topic of interest it may be hard to get him back to "buying talk" when you come around to that. His mind may remain full of baseball thoughts while he looks at samples.

Then there are salesmen who make a side line of pretty girls. They are so much afraid of a pretty girl getting by without their seeing her that they turn and look out of the window even while putting over a sales talk. A good-looking cashier or stenographer in a store may be fatal to the business success of such a salesman's call. A chance acquaintance on the train may cause him to

pass by a small town on that trip in order to go farther with the dame, or it may keep him over a train, causing him to lose an order farther along the route.

Any kind of a side line, girls or anything else, that causes a man to take chances with his sales is too expensive for him. He should drop it before the house drops him.

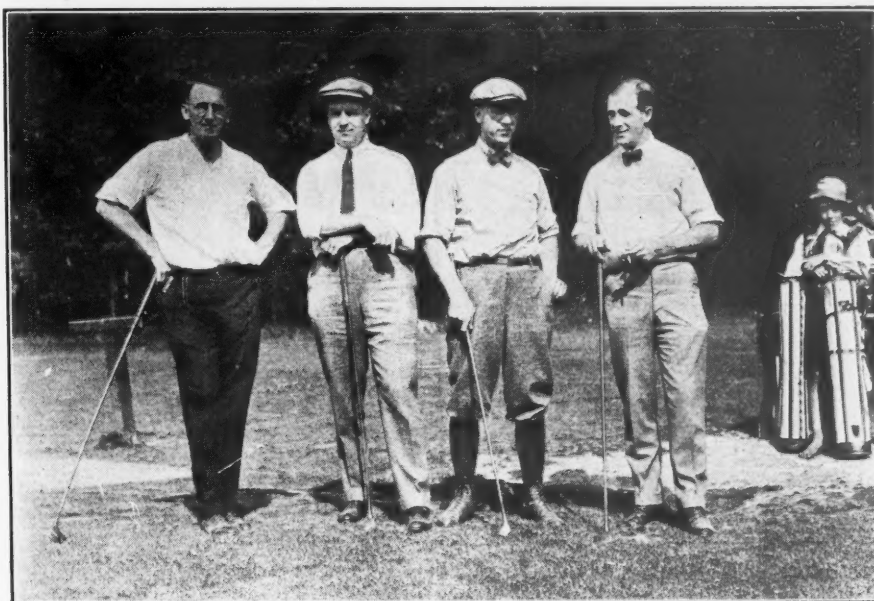
Any side line may put a salesman out of business before he can mend his ways if he lets it get too far with him. You know whether you are carrying any side line that is apt to get away with you.

## Credit Men and Credit Policy

The absence of a credit policy, or one not well defined, is an inducement to the dishonest to steal and an incentive to the incompetent or inexperienced to be venturesome.

We need credit men who are looking to the permanency of their accounts and who are not willing to regulate their credit policy by that of competitors, credit men who are manifestly interested in the welfare of their customers as well as employers, credit men who strive to teach right conditions and methods instead of indulging the reverse.—

W. E. RICE.



"Who's the stranger, Mother, dear? Look! He knows us! Ain't he queer!"  
"Hush, my own! Don't talk so wild, That's your father, dearest child!"

"He's my father? No such thing! Father died, you know, last spring!"

"Father didn't die, you dub! Father joined a golfing club."

But they closed the club, so he Had no place to go, you see! No place left for him to roam— That's why he is coming home.

"Kiss him—he won't bite you, child— All them golfing guys look wild!"

—Cottrell's Magazine.

Illustrating which flight of poesy, we commend to your attention such eminent exponents of the turf-cutter's art as C. C. Campbell, manager electric department Tafel Electric Company, Louisville, Ky.; W. P. Cochran, assistant district manager Westinghouse Electric Company, Philadelphia; G. F. Smith, vice-president Penn Electric Company, Scranton, Pa.; and R. F. Moon, manager industrial division Westinghouse Company, Philadelphia.

# New Merchandise to Sell and Where to Buy It

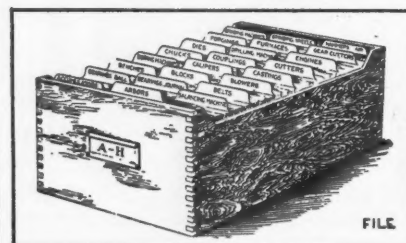
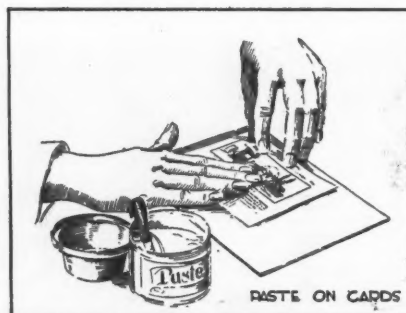
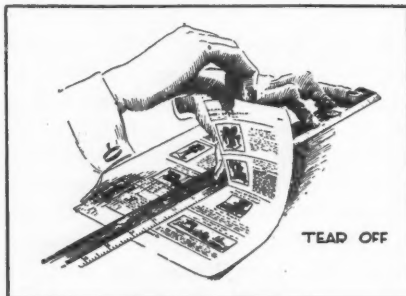
*Appliances, Socket Devices and Wiring Supplies Which  
Manufacturers and Jobbers Are Putting on the Market*

**Including Many New Appliances Suitable for Electrical Christmas Gifts**

## How to Use These Pages to Make Your Own Buying Index

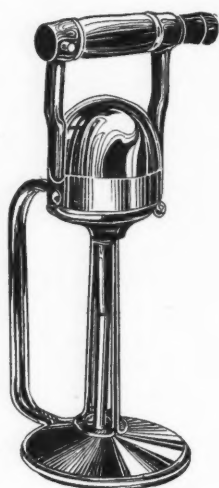
Beginning with the September, 1917, number **ELECTRICAL MERCHANDISING** has been furnishing its readers with the selective new-merchandise catalog service continued on these pages. By tearing out those items which affect your business and pasting them on filing cards, you can make a buying index that will put information on *what is made and who makes it* right at your finger's end.

Every item, with its illustration, will fit a standard 3-in. by 5-in. filing card. Or, if preferred, these items can be pasted on sheets of paper for binding in a loose-leaf catalog or folder.



This section "New Merchandise to Sell" is an editorial text section prepared by the editors solely in the interests of readers of **ELECTRICAL MERCHANDISING**. As its title explains, its purpose is to put before our readers information concerning the new merchandise and latest inventions on the market.

To be described here, articles or devices must be new and of general interest to our readers. These descriptions are solicited from all manufacturers, and the items are published free of all cost to the maker of the device, and without respect to advertising or any other consideration, except their interest to the reader. The editors are the sole judges of what shall appear in this section, and readers may depend upon the independent character of this service.



## Aërating Mixer for Kitchen Use

From *Electrical Merchandising*, November, 1920.

A new electric "kitchen aid" has recently been placed on the market in the form of a mixer which aerates and mixes the foods or liquids at the same time. While the spindle which does the mixing operates millions of air globules are beaten into the mixture, making it light and fluffy.

The mixer is operated by a universal motor encased in a housing of brass casting, nickel plated. The motor surmounts the spindle, which is also of brass, but silver plated, and has air holes for the passage of air into the mixture. There are no projecting parts. The device is 12 in. high, operates on alternating or direct current and consumes less current than a 50-watt lamp.

It is being marketed under the name of "Whip-All" by the Air-O-Mix Corporation, 50 East Forty-second Street, New York City. Some of the foods it may be used for mixing are mayonnaise, salad dressings, puddings, custards, icings, light batters, cream, eggs, omelettes, powdered milks.

## Novelty Boudoir Lamps and Telephone Covers

From *Electrical Merchandising*, November, 1920.

A combination novelty lamp and telephone cover is one of a line of novelty boudoir lamps offered by the Products Import & Export Corporation, 395 Broadway, New York City. An elaborately dressed figurine, in any of a dozen piquant poses, holds a silk parasol which covers the electric bulb, while the telephone is concealed under the exaggerated skirt. The dolls may be had with the lamp attachment alone, either under the parasol or under the skirt.



## Toy Electric Iron

From *Electrical Merchandising*, November, 1920.

A toy electric iron that will iron doll clothes but will not heat up enough to do harm has been placed on the market by the Northern Electric Company, 542 St. Clair Street, Chicago. The base of the

device is iron casting, and the top is made of sheet steel, the whole being heavily nicked to provide a smooth ironing surface and top. A cord is attached to the iron and may be connected directly to the house lighting socket.

The iron weighs 1½ lb. and consumes 27 watts.



## Electric Immersion Heater

From *Electrical Merchandising*, November, 1920.

A new immersion water heater, the "Electro-Boll," the smallest model of which is said to bring cold water to the boiling point in three minutes, has been developed by the Milwaukee Manufacturing Company, 1316 Fond du Lac Avenue, Milwaukee, Wis.

This device is composed of a metal cylinder with metal disks inside, perforated to admit a ready contact with water. For operation, the heater is simply immersed in water and the current turned on.

The four models range in size from 110 volts, 3 amp. (said to boil one quart of water in seven minutes) to 110 volts, 30 amp. (said to boil one gallon of water in one minute).



### Electric Signs that Use Reflected Light from Mirrors and Lenses

From *Electrical Merchandising*, November, 1920.

A novelty in methods of illuminating "electric signs," so that one incandescent bulb will illuminate an entire letter averaging twelve lights, has now been developed for the purpose of reducing the cost of electric current and renewal of bulbs in signs. For example, in an ordinary five-letter sign of the new type described, where fifty-six distinct "lights" are visible, there are actually only five lamps burning—one lamp for each letter.

By this method, light from an incandescent bulb located in the center of each letter is reflected by a series of mirrors behind lenses, having the appearance of bulbs, which project the light. In a box sign the lamps will illuminate both sides.

The Golden Glow Sign Corporation, 45 West Thirty-fourth Street, New York City, which developed the method, does not make signs, but simply supplies the lenses and mirrors necessary for their installation.

### Household Refrigerator Using Ethyl Chloride

From *Electrical Merchandising*, November, 1920.

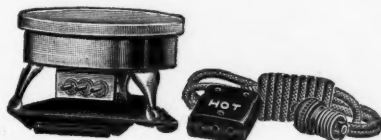
Ethyl chloride is the refrigerant used in the "Clothel" refrigerating unit made by the Clothel Refrigerating Company, 61 Broadway, New York City. The process starts with the motor, which keeps the storage compartments at the proper temperature by intermittent running. A ball-bearing rotary compressor liquefies the refrigerant, which then passes to the cooling chamber in the box, where the refrigerant expands. When the refrigerant expands it becomes a gas, and in doing so it absorbs heat from the air and surrounding objects, rapidly lowering the temperature in all the storage compartments. This gas is then drawn into the compressor, where it is again liquefied by compression.

There are three ice drawers, with a capacity of 16 lb. of ice a day for table use. An adjustable thermostat automatically controls the temperature within the box and all machinery is enclosed in the bottom chamber, mounted on springs to eliminate noise.

The walls of the icebox are insulated with sheet cork, 4 in. thick, and the finish is natural wood or white enamel. Overall dimensions are 2 x 4 x 6 ft.

### Four-Heat Disk Stove

From *Electrical Merchandising*, November, 1920.



A new disk stove equipped with a regulating plug for obtaining four degrees of heat has been developed by the Waage Electric Company, 6 Reade Street, New York City. An aluminum disk is used. The stove is built on a metal deck with fiber rests to eliminate danger of marring the table.

### Lamp Husk

From *Electrical Merchandising*, November, 1920.

A new ball lamp husk for converting a shade style fixture into a ball lamp type fixture has been developed by the Frankel Light Company, 5916 Woodland Avenue, Cleveland, Ohio. It can be used on any socket. It can also be used without the socket cover. It is made of solid brass.

### Boudoir Lamp

From *Electrical Merchandising*, November, 1920.

The boudoir lamps which the Aladdin Manufacturing Company, Muncie, Ind., is just putting on the market stand 15 in. high and have closed shades. They are made in six finishes, polychrome, old ivory, white enamel and blue, white enamel and pink, antique bronze and artchrome. The latter is a new finish, consisting of a silver background colored with dull blue and old rose.



### White Enameled Bowl-Shaped Clothes Washer

From *Electrical Merchandising*, November, 1920.

An entirely new method of washing is embodied in the new electric clothes washer developed by the Lombard-White Company, Harlow Street, Worcester, Mass. This washer consists essentially of a one-piece white enameled bowl surmounting a "settling chamber," from which it is separated by a bottom strainer.

At the top of the bowl a stream of warm water is started by the motor. This revolves the clothes in the bowl in a sudsy agitation. The dirt is thus loosened and finally removed by the vacuum process through the bottom strainer into the quiet settling chamber. The water also passes into the settling chamber, returning, thoroughly clean, to the bowl through a pump under pressure. After the washing is finished the water is automatically removed by the pump. The washer is equipped with a safety swinging wringer operated by an independent reversing motor and has a capacity of six sheets.

### Electric Clocks

From *Electrical Merchandising*, November, 1920.

Unlike ordinary clocks, the "Telechron" electric clock, made by the Warren Clock Company, Ashland, Mass., has no regulating mechanism within the clock itself, but the regulating mechanism is at the central power station, where a master clock controlling the frequency of the current regulates all of the "Warren" clocks on the system.

The works of the clock consist principally of a tiny self-starting synchronous motor placed in the back of the clock and supplied with alternating current. The hands of the clock are driven through gear connections directly from the motor. To guard against possible interruption in the supply of current, an auxiliary movement is provided, which automatically starts running and carries the clock along over the period in which the current is cut off.



Furnished in cases of various sizes and styles, the clocks may be had with dials as small as 2½ in. in diameter up to 24 in.

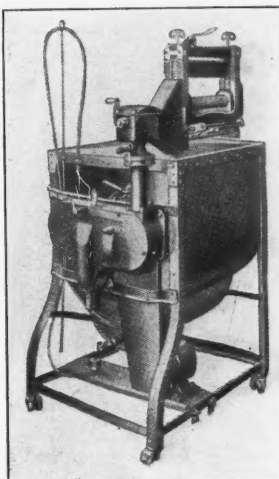
### Rotary-Cylinder-Type Clothes Washer

From *Electrical Merchandising*, November, 1920.

A new electric clothes washing machine with a capacity of eight sheets has been brought out by the Vulcan Manufacturing Company, 1511 Cypress Street, Kansas City, Mo.

This washer is of the rotary cylinder type, rotating four full revolutions in one direction and then four in the opposite direction. The frame and ribs are of solid steel, hot riveted, and the tub and cylinder are of galvanized iron or copper. It is equipped with a ½-hp. motor and a reversible, swinging wringer. Either gas or a coal-oil blue-flame burner may be furnished with the washer, for attachment underneath the cylinder.

A safety feature of the machine is the cable carrier, designed to hold the connecting cord out of the way instead of letting it trail over the floor.



Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card



## Sales Helps for the Dealer



### S. E. D. Christmas Campaign Book Is Out—Order One Now

The Society for Electrical Development has just mailed to the industry, both members and non-members, copies of the Christmas campaign issue of its Monthly Sales Service. This booklet of twenty-four pages contains complete plans and descriptions of all the material and advertising cuts essential to those electrical business men who wish to get the most out of their Christmas selling.

The first part of the issue contains different "how-to" suggestions telling the dealer how to profit most by the campaign. The next part describes the dealer helps which are being issued by the society. The five-piece window cutout, announcement invitations, poster stamps, suggestion booklets, lantern slides, etc., are all illustrated and described. The last part of the booklet contains about twenty suggestions for newspaper advertisements, all illustrated by most effective drawings. The society will supply cuts to all those wishing to make use of these ads. Any one in the electrical industry who for any reason does not receive a copy of this issue may obtain one by writing on his business stationery to the Society for Electrical Development, 522 Fifth Avenue, New York City.

### Send These News Stories to Your Local Editors

Electrical dealers who have a knack for writing and a sense for the kind of stories their local newspaper will want have plenty of opportunities to get the story of electrical labor-saving devices in the news columns. But for the dealer who couldn't write such stories to save his life there are ways of getting the stories "ready made"; all he has to do is send them to the editor.

A "news service" of this kind is, for example, that furnished to dealers by the Altorfer Brothers Company, Peoria, Ill. Newsy items of general interest relating to electrical subjects are provided in the form of interviews, with the local dealer's

*Show Window, Counter, Mail Advertising and Specialty Aids Which Manufacturers Offer to Help You Get More Trade*

name inserted as the speaker. The advertising is, of course, subordinate to the "general interest" of the article, otherwise it would quickly find its way to the editor's wastebasket. The stories are intended to be copied on the dealer's own stationery and sent by him to editors of different local newspapers, with a courteous request for publication.

Here is an extract from a story provided by the Altorfer company:

"As the mistress of the modern home is only too well aware, housemaids are today at a premium. In some sections of the country it is practically impossible to obtain them at all," says Mr. (insert dealer's name) of the (insert name of company). "Almost equally exasperating is the fact that even after a competent maid has been secured one never knows how long she is going to stay. Martha has indeed grown independent. For instance, she will not long serve in a home which is not adequately equipped for the performance of good housekeeping without drudgery. The best solution of the servant problem then, whether one plans to do the work with a maid or without one, is the installation of modern housekeeping equipment. This, of course, means taking full advantage of the achievements of science through the greatest medium—electricity."

### Who Needs an Electric Reminder Clock?

Nearly every one can use an electric "reminder" clock, one would gather from a booklet issued by the Darche Manufacturing Company, 643 West Washington Boulevard, Chicago, which manufactures this type of timepieces. There is the business or professional man, for example, who makes appointments or has certain things to do at stipulated periods. When the plug is placed in the hole opposite the time of appointment on the clock the buzzer will sound at this time until removed. Similarly, a reminder clock in a sickroom will insure the bringing of medicine at the proper time by even the drowsiest nurse. On the farm it will make it impossible to forget the incubator, to miss the train, etc. Other uses are found in hotels and in industrial houses, and in retail stores and garages where customers must be attended to at stated times and where a handy list could be kept of duties which it will recall.

The clock may be supplied with a blackboard, the booklet points out, on which may be noted memos of the objects of the calls. Seven color pictures enable the reader to visualize the uses of the clock.

### Window Display Cards that Beckon the Passerby Into Your Store



Some of the most successful drug store windows are built around nothing but one of the large cardboard displays supplied by the manufacturer; in fact, nothing but the display card may be in the window, with a pile of the devices lying in front of it. The secret for its success, the druggist will tell you, is that the display invariably links up with some nationally advertised goods—a brand of cigarettes, perhaps, which has already been heralded broadcast in magazines, car cards, billboard posters, etc. The window display supplies often only the last little nudge to drive the already willing buyer into the store. How about it, Mr. Electrical Dealer—doesn't this bit of philosophy apply to you, too? Try it and see. Here are two color displays to start with, one from the Usona Manufacturing Company, New York City, the other from the Eureka Vacuum Cleaner Company, Detroit.





## Gossip of the Trade



### Electric Credit Association of Chicago to Meet Dec. 9-10

The twenty-fifth annual meeting of the Electrical Credit Association of Chicago will be held at the Hotel La Salle, Chicago, on Dec. 9 and 10, and according to a memorandum just received from General Secretary Vose "the following chairmen have been selected to make this meeting 'one long to be remembered,' as they used to remark in Bird Center, when your secretary was in his prime." Charter members committee, Thomas I. Stacey, Electric Appliance Company; invitation committee, C. O. Watson, General Electric Company; reception committee, Thomas G. Grier, Harvey Hubbell, Inc.; nominating committee, J. L. Hall, Belden Manufacturing Company; dinner committee, W. P. Crockett; auditing committee, W. C. Hecox, Manhattan Electrical Supply Company; ticket committee, B. H. Greneburg, Electric Appliance Company.

Following are the themes which have been suggested for discussion at the sessions: Constructive credit granting in critical times; Trade acceptance experiences and results; Trend of the times; Invoice terms—confusion and laxity; Uniform terms and conditions; Credit insurance; Systematic collection methods; Mercantile agency service; Expanding the E. C. A. service; Quiz on association experiences, perplexities and results; Collection agencies vs. E. C. A. system; When to use the forms; Disputed claims; Model credit and collection forms for exhibit and study; C. O. D. refusals.

### Jovians to Convene at St. Louis Nov. 18 and 19

The eighteenth annual convention of the Jovian Order has been called by Jupiter A. J. Binz of Houston, Tex., for Nov. 18 and 19, 1920, at St. Louis, Mo., with headquarters at the American Hotel Annex.

The convention will consist of business meetings only, held on the afternoon of the 18th and the forenoon and afternoon of the 19th, with registration the forenoon of the 18th.

This meeting from a Jovian standpoint will, in some respects, be the most important annual gathering the order has ever known, for it must be there decided definitely as to the future conduct of the order.

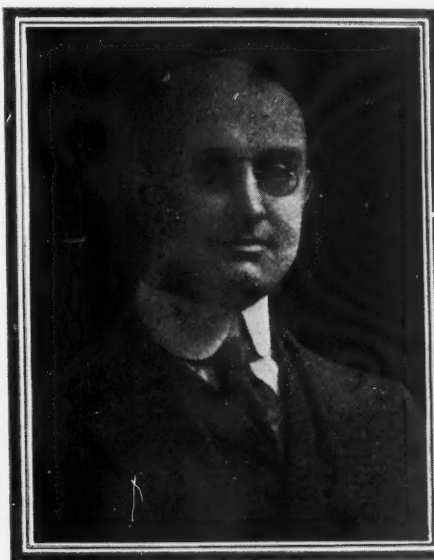
Jupiter Binz is sending out a pressing appeal to all Jovians to attend and promises that the minimum time necessary will be consumed.

*Glimpses of Electrical Men  
at Work, at Play, and in  
Convention—as Caught by  
Lens and Pencil*

It is especially requested that Jovians who anticipate that their business will take them to St. Louis either shortly before or after the convention will, if possible, make arrangements so that their visit can coincide with the convention date.

**The Highlands Manufacturing Company** of Muncie, Ind., whose plant was recently destroyed by fire, announces that the construction of new and larger buildings on the old site is now under way. The Highlands company manufactures lighting fixtures and novelties. The officers of the Highlands company are T. L. Ryan, president; C. E. Highlands, treasurer, and S. M. Highlands, secretary.

### E. R. Davenport Leaves Providence to Join Dayton Manufacturer



E. R. Davenport, for many years sales agent of the Narragansett Electric Lighting Company, Providence, R. I., has resigned to become vice-president of the Valle-Kimes Company, Dayton, Ohio, manufacturers of electric motor-driven pumps and water-supply systems. Mr. Davenport will also be associated with the banking concern of Bodell & Company, New York, Boston and Providence, who own a number of electrical utility and industrial properties. Mr. Davenport was formerly chairman of the merchandising committee of the National Electric Light Association. On Oct. 15 he was the guest of honor at a farewell dinner tendered by a number of Providence electrical men at the Turks Head Club, Providence.

### Fan Motor Business as Seen by the Manufacturer

An optimistic view of the fan-motor situation is contained in a statement just issued by the Fan Motor Section of the Associated Manufacturers of Electrical Supplies.

It is declared that the left-over stocks in the South are very low, in the West quite small, in the Southwest below normal, on the Pacific Coast low, while in the East the stock is a bit larger than usual, due in a measure to unfavorable weather conditions having set in which tended to prevent the jobber and dealer from disposing of their stocks. However, a line drawn between the East and the West would show a normal left-over stock of fans.

It is felt that this left-over stock will not have any appreciable effect on the trade next year. In fact, the manufacturers seem very optimistic about the future fan-motor business, particularly regarding the use of fans in the home. Efforts are to be made to emphasize to the trade, through various mediums, the uses of the fan in winter, so as to make it an all-the-year-round utility device instead of a seasonable luxury, as it has been regarded by many.

Most of the manufacturers are planning for an increase in production of from 20 to 25 per cent. One in particular is planning a 40 per cent increase. Some of the smaller manufacturers, while not planning for an increased production, are keeping up to the 1920 schedule.

### Fundamental Cost-Accounting Study Planned in California

The advisory committee of the California Electrical Co-operative Campaign has adopted the plan of the *Journal of Electricity* and the extension division of the University of California of giving to the contractor-dealers a clearer conception of just what cost accounting is. It is the intention of the *Journal of Electricity* to publish a series of articles beginning early next year, prepared by Prof. Henry R. Hatfield, dean of the college of commerce of the University of California and a prominent authority throughout the nation on accounting, covering the fundamentals of cost accounting and book-keeping agreeable to the national system of standardized accounts adopted by the National Association of Contractors and Dealers some time back.

(Continued on page 270)

### Skeleton Bell

From *Electrical Merchandising*, November, 1920.

Simplified construction, said to eliminate several of the features that often caused trouble in electric bells, is the principal point of interest in the new line of skeleton bells designed by the Signal Electric Manufacturing Company, Menominee, Mich. The armatures and strikers of these bells are in one piece, the binding posts are insulated and non-turning, the contacts are of heavy coin silver, and the adjustments are simple and positive.

### Laboratory Sterilizers

From *Electrical Merchandising*, November, 1920.

A combination sterilizer for instruments and dressings made in three sizes has been developed by the Prometheus Electric Company of 511 West Forty-second Street, New York. The heaters are for 110 volts to 250 volts and are equipped with fusible members designed to open the circuit in the event of abnormally high temperatures resulting from absence of liquid.



### Plug Fuse

From *Electrical Merchandising*, November, 1920.

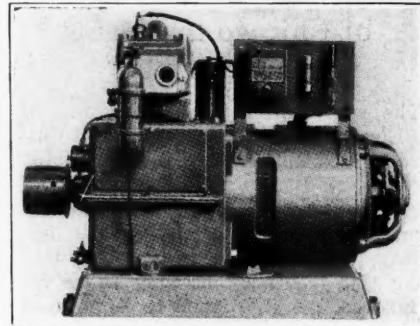
A plug fuse equipped with a zinc cap to avoid the use of brass or aluminum has been developed by the Killark Electric Manufacturing Company, 3940 Easton Avenue, St. Louis, Mo. Contact is made between the friable element and the shell in the porcelain.

### 32-Volt Farm Electric Plant Using Ford Parts

From *Electrical Merchandising*, November, 1920.

The design of the engine of the 32-volt farm-lighting plant, made by Carlton, Young & Catlin, Inc., Grand Central Palace, New York City, follows as nearly as possible standard automobile practice to facilitate inspection and repair. Following out this idea, use was made of a number of parts which are interchangeable with those of the Ford automobile engine, including piston, connecting rod, time gears, valves, valve spring seats, etc. The fuel consumption is two pints a kilowatt-hour of electricity delivered by the generator, and the fuel system is a mixing valve fed by suction from a fuel tank mounted underneath the base of the set, used in conjunction with a gas producer. The gas producer operates on kerosene, gasoline or denatured alcohol.

Other specifications: Electrical rating, 1½ kw.; 5-hp. single-cylinder engine; generator, 37½-volt direct current, 1,200 r.p.m., direct-connected to engine; water cooling



of combustion chamber by thermo-syphon circulation; spray system of lubrication; switchboard mounted on generator frame, and push-button switch for starting from battery.



### Standing Iron for Delicate Fabrics

From *Electrical Merchandising*, November, 1920.

An electric iron that stands on a fixed base while you pass the clothes over it, and which is designed especially for smoothing delicate fabrics, has just been developed by the Waage Electric Company, 6 Reade Street, New York City.

The ironing head, supported on a rod 11 in. high, is of polished nickel and oval shaped, measuring 6 x 3 in. The base is black japanned and equipped with three pins and a regulating plug for regulating the heat to four different degrees. The voltage is 110; wattage, 575, 350, 225, 150.

Heavily embroidered and beaded blouses and delicate silks and satins are often difficult to iron with the ordinary flatiron. With the new device the fabric is simply passed over the standing iron and smoothed out. It is also useful for renewing velvets.

### Radio Tube Panels

From *Electrical Merchandising*, November, 1920.

Uniform in size, arranged for easy connection to make a set, and yet flexible enough to permit any desired groupings, is the series of panels recently developed by the Clapp-Eastham Company, 139 Main Street, Cambridge, Mass., manufacturer of radio apparatus. Each panel is of bakelite, ¼ in. thick, 4½ in. wide and 5½ in. high. Type "Z.R.D." tube control or detector panel includes in addition to the panel and base, a filament rheostat of special design, two pairs of rubber binding posts for connection to "A" battery and inductances respectively, a special plug connector for telephones which will take regular telephone cord tips, and a high-grade tube socket complete with all wiring. Type "Z.R.A." one-stage amplifier panel includes, in addition, an amplifying transformer and a pair of binding posts for connection to "B" battery. A pair of binding posts is provided, however, for telephone connection in place of the plug connector, making it a simple matter to connect two of these amplifiers side by side to make a two-stage amplifier.

### Adjustable Ground Clamp

From *Electrical Merchandising*, November, 1920.

An adjustable ground clamp of tinned copper which conforms to the latest requirements of the code has been brought out by the Gillette-Vibber Company, New London, Conn. This "Gee Vee" clamp is made in three sizes to accommodate pipe from ½ in. to 3 in. It is said that the tighter the bolt which holds the clamp onto the ground pipe is screwed the more securely is the ground wire held to the pipe.

### A Correction

In last month's issue of *ELECTRICAL MERCHANDISING*, the address of the Service Station Supply Company, manufacturer of the new "Hyrate" cadmo volt reader, was incorrectly given as 30 East Larned Street, Chicago. It should have been Detroit, Mich. The street address remains the same.



### Table Lamp for Smokers

From *Electrical Merchandising*, November, 1920.

A portable reading lamp provided with a cigar holder and ash tray is a novelty designed for the comfort of smokers by the Empire Lamp & Brass Manufacturing Company, 426 S. Clinton Street, Chicago. It is made of brass, with adjustable swivel, 6-ft. silk cord, key socket and swivel attachment plug, and is finished in dull Cyprian or Egyptian bronze. The ash receiver is attached to the base. Another model is made without the cigar holder, with the ash tray only.

What's new on the market? These pages will tell you.

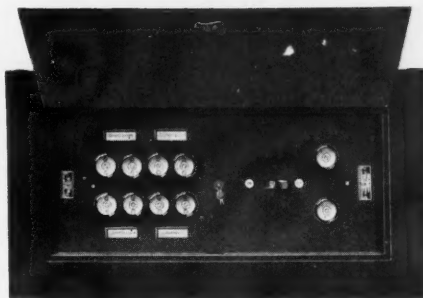


### Automatic Switch for Battery Charging

From *Electrical Merchandising*, November, 1920.

An automatic switch designed to protect storage batteries while being charged by preventing any reverse flow of current from the batteries through the generator has recently been developed by the Hartman Electrical Manufacturing Company, Mansfield, Ohio.

This switch, known as the "Type L" automatic switch, is intended chiefly for use with motor generator outfits and can be used in a circuit charging any number of batteries. The switch closing the DC charging circuit is operated by a solenoid coil connected in the AC motor circuit. When the AC power fails or is shut off, the switch automatically opens and disconnects the batteries from the generator, but when the power is restored, the switch automatically closes and charging is resumed. This switch has a maximum capacity of 30 amp. and can be used either on 110 or 220-volt alternating-current circuits.



### Lighting Panels for Residences

From *Electrical Merchandising*, November, 1920.

A complete equipment of service-switch main and branch connections is mounted upon a molded composition base in the panels recently brought out by the Benjamin Electric Manufacturing Company, Chicago. This panel is made in both open-front and dead-front for any number of circuits up to ten.

### Buzzer for Testing Electric Wires

From *Electrical Merchandising*, November, 1920.

The "Emka" buzzer tester brought out by the Electric Signal Manufacturing Company, Inc., 31 Tremont Avenue, Orange, N. J., may be used for testing open or short circuits in houses, or factory wiring, motor windings and other electrical circuits. This instrument is a combination of buzzer, telephone connections and batteries in one set.

### Socket Extension

From *Electrical Merchandising*, November, 1920.

Many times it is desirable to extend a socket in order to install larger lamps, special shades, reflectors, etc. To fill this want a socket extension is being offered by Betts & Betts, 515 West Forty-second Street, New York City. The device also enables the user to attach an appliance to the lamp socket without removing the shade or scraping the knuckles, as occasionally happens when the lamp shade is rather small.



### Toggle Switch for Household Appliances

From *Electrical Merchandising*, November, 1920.

To provide an electric switch for mounting on household appliances, the Bryant Electric Company, Bridgeport, Conn., has developed a new toggle switch. The mechanism is fastened in the porcelain base by means of screws from the under side of the porcelain. The contacts are of phosphor bronze and are secured beneath the binding posts, which are provided with two ears to prevent wire slipping out from under the screws. The actuating spring is of steel music wire, to provide a quick make and break contact. The covers are brass, polished nickel with sheet fibre insulation lining the entire inner surfaces.

The indication feature is supplied on the outside of these covers.



### Motor-Driven Razor Sharpener

From *Electrical Merchandising*, November, 1920.

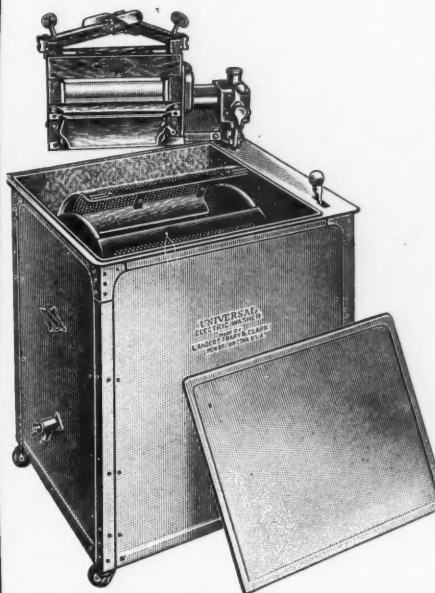
In the machine for resharpening safety razor blades developed by F. W. Cochrane, 3917 South Western Avenue, Los Angeles, Cal., a departure from the usual type of such machines is made in that the blades move laterally with reference to the sharpening rollers, of which there are four sets, the first being faced with felt, the second being the honer, the third the stropper, and the last faced with horsehide. The machines are in two sizes, for twelve blades and for six blades, and are driven by Westinghouse motors.

### Pressure Switch for Automatically Controlled Electrical Devices

From *Electrical Merchandising*, November, 1920.

A switch for opening and closing the electric control circuits of electric house pumps and other apparatus the operation of which is regulated by the pressure in a tank or pipe, has been developed by the Penn Electric Machine Company, Des Moines, Iowa.

In the base of the switch is a case with a double corrugated metal diaphragm. This diaphragm actuates the spring and lever-arm mechanism which makes and breaks the contact between the two binding posts. The switch mechanism is so designed for a sliding quick-make and a quick-break closing and opening of the circuit. Each contactor has two points of contact. In opening, the contactors slide together a short distance before the circuit is broken. This brings the contactors away from the upper and lower contact points, so that the circuit is broken only on the side contacts, thus keeping the upper contacts bright and clean. For electric house pump service, all standard switches are made for pressures between 20 and 40 lb. a square inch.



### Cylinder-Type Clothes Washer

From *Electrical Merchandising*, November, 1920.

A new cylinder-type clothes washer, with all moving parts enclosed in a gray enameled cabinet, has been developed by Landers, Frary & Clark, New Britain, Conn.

In operating, the zinc cylinder revolves twice one way and twice the other, making eighteen revolutions a minute. It weighs 19 lb., is removable, and when not operating locks automatically with the opening at the top. The galvanized tub has a settling zone for quick draining, and the drain cock outside of the cabinet has a threaded end for attaching a hose.

An automatic safety clutch in the drive shaft cuts off power from the cylinder or wringer should the motor become overloaded. The wringer is swinging and reversible, and the table top cover of the cabinet is removable. The washer has a capacity of six sheets, occupies a floor space 24 x 30 in. and weighs 285 lb.

Continued on third and fourth pages following, for your convenience in clipping and filing. Each item will fit a 3 x 5 in. standard filing card.

## San Francisco Electrical Retailers Elect Officers

The Electrical Retail Dealers' Association of San Francisco met on Sept. 29 to hear Harry Saxe, vice-president of Bunster-Saxe Company, talk on installment-plan systems, covering methods of determining credits, handling accounts and the effect of the installment plan on profits.

Officers of the organization as elected at the last meeting are M. L. Scobey, president; Percy Schwartz, vice-president; M. P. Meyer, Louis Levy and W. S. Hanbridge, executive committee. J. L. Richards is chairman of the membership committee and W. D. Kohlwey chairman of public policy committee.

## Akron (Ohio) Electrical Contractor-Dealers Hold Record Meeting

The Electrical Contractor-Dealers' Association of Akron, Ohio, held on Oct. 31 probably the most successful meeting ever conducted in the Akron district. A number of representatives from the electrical industry of Cleveland were present, including A. L. Oppenheimer and George D. Bury, president and secretary, respectively, of the Cleveland Electrical Contractors' Association, and also representatives of the Hart & Hegeman Company, the Erner Electric Company, the Republic Electric Company and the Luetkemeyer Company. The guests from Canton included C. Nash and F. A. Grohsmeyer, the president and secretary of the Electrical League of Can-



"The Lord loveth a cheerful giver," and Thomas A. Edison delighteth in an optimistic, persistent and remittent worker! Which probably explains why the "Old Man" reached clear across to San Francisco, where Frank D. Fagan was sales manager of the Edison Lamp Works of the General Electric Company, and took this wiry Westerner back to Orange, N. J., to be the new vice-president and general manager of the Edison Storage Battery Company.

ton, together with a large number of Canton contractors and dealers.

Among the guests from Akron were Henry Vance of the B. F. Goodrich Company, Charles M. Cott, president of the Builders' Exchange of Akron; J. H. and F. E. Clemmer and R. H. Fournier, representing the General Contractors' Association of Akron.

## Iowa Contractor-Dealers' Association Holds Banner Convention

With an attendance of over one hundred, the annual convention of the Iowa State Association of Electrical Contractors and Dealers was held at Waterloo, Iowa, Oct. 20 and 21.

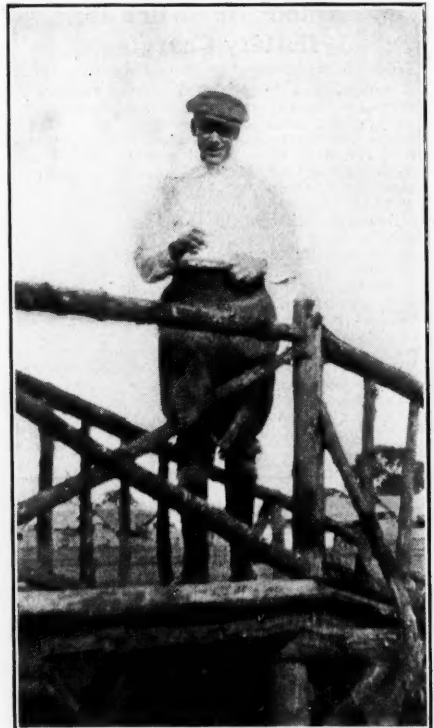
The opening address was made by J. E. Sweeney, a member of the National executive committee, and the secretary-treasurer of the Waterloo Electrical Supply Company. Papers were presented by W. D. Yates of the General Electric Company, on "Standardization"; Otis L. Johnson, Benjamin Electric Company, on "Industrial Illumination"; A. C. Nodine, Electric Vacuum Cleaner Co., "Statistics and Sales of Household Appliances"; H. A. Harvey, Westinghouse Lamp Company, "Sales Help and Co-Operation"; H. T. Matt-hew, New York City, "The Work of the Society for Electrical Development"; and C. A. Nash, the Peoples Light Company, Davenport, "The Central Station and the Contractor-Dealer." At the banquet Wednesday evening, M. C. Turpin of the Westinghouse Merchandising Bureau gave a talk on modern developments in the electrical industry.

In order to assist the association financially, the representatives of the jobbers and manufacturers traveling in Iowa have organized themselves into the Iowa Electric League, which has as its object the promotion of the electrical industry. The dues are \$25 per year and all money in excess of operating expenses is to be paid into the treasury of the Iowa State Electrical Contractor-Dealers' Association.

The Hanna Battery Company, Akron, Ohio, has been chartered with a capital stock of \$45,000 to manufacture, repair and deal in batteries, motors, generators and other electrical equipment. The incorporators are George W. Hanna, J. F. Brown, Charles M. Chapman, Miriam Hossler and Ethel C. Jeffers.

F. W. Gumaer has been appointed manager of the Youngstown (Ohio) branch of the Gainaday Electric Company. Mr. Gumaer was formerly manager of the company's Pittsburgh office, at 6106 Penn Avenue, where he has been succeeded by S. M. Washabaugh.

The Victory X-Ray Corporation, 116 West Thirty-second Street, New York City, is a new concern resulting from the consolidation of the Victory Electric Company and the X-Ray Supply Corporation. It was incorporated by C. F. Samms, G. F. Hartz and H. S. Blake.



Concerning Rex J. Cole, the sleepless skipper of Henderson Harbor and tireless general manager of the Duplex Lighting Works, Floyd Gibbons, the famous war correspondent of the Chicago Tribune, recently wrote: "To my very good friend, Rex Cole, who was put on earth to speed things up generally and spread the joy of his cheering presence. When the great curfew calls all of us to our final slumber there are those who will swear that for Old King Cole it will represent the first sleep in a long unblinking life. Yours for the promotion of insomnia."

FLOYD GIBBONS."

The Valley Electric Company, St. Louis, Mo., which recently purchased the St. Louis Electrical Works, has moved into its new buildings on South Kings Highway. The company announces that it will use the old location at 4060 Forest Park Boulevard for the exclusive manufacture of larger motors, while the manufacture of 5-hp. and smaller motors, together with the office and automotive departments, will be carried on in the new buildings.

The Moe-Bridges Company, manufacturers of standardized lighting fixtures, which only a year ago occupied a floor space of 700 sq.ft., has just moved to its new seven-story building at 236 Broadway, Milwaukee, Wis., where it will occupy 31,500 sq.ft. of floor space.

The Erner Electric Company of Cleveland recently entertained a group of more than seventy-five of the leading northern Ohio electrical dealers and contractors at a dinner which featured the launching of an Eden washing machine campaign. The dinner was cooked electrically and served in the company's clubroom by the young ladies of the Erner organization. Harry Seiber, vice-president and general manager of the Gillespie Eden Corporation, and Frank B. Rae, Jr., advertising counselor of the Erner Electric Company, were the speakers of the evening. Similar rallies will be held through the coming season.



The Federal Electric Company of Connecticut, Inc., of New Haven, Conn., has recently been incorporated to make and deal in electric signs, etc. The incorporators are J. G. Goldfuss of 627 W. Forty-third Street, New York City; W. W. Tower of New York City, and J. M. Gilchrist of 8700 S. State Street, Chicago, Ill.

The Rogers Electric Supply Company of Hartford, Conn., has recently been organized to carry on a general electrical supply business. The company is capitalized at \$25,000. The incorporators are: A. J. Rogers, 40 Windsor Street, Arlington, Mass., and F. A. Secor of Hartford, Conn.

W. Woodward Williams has resigned as vice-president of the Reading Iron Company, Reading, Pa., to become assistant to the president of the Pittsburgh Gage & Supply Company, manufacturers of electric washing machines, ironing machines and vacuum cleaners, Pittsburg, Pa. Mr. Williams was graduated with the 1905 class of Harvard and, after experience with steel mills in the Pittsburgh district, became sales manager of the A. M. Byers Company, Pittsburgh, later being promoted to general manager. Joining the Reading Iron Company he was appointed general manager and later vice-president.

The Accurate Rubber Company, with offices at 253 Broadway, New York City has been incorporated to manufacture insulating tapes, compounds and kindred specialties. Willard C. Candee, president, and Charles V. Ackerman, secretary and treasurer, have been identified with this branch of the electrical industry for more than twenty years. Their Ackerman friction tape, now on the market, is put up in paper



Here you see the official international goat of the Westinghouse Electric International Company—on the right of the picture, of course! The gentleman acting as mahout to this necessarily polyglot quadruped is the vice-president and general manager of said corporation, with offices from Buenos Aires to Borneo and from Tokio to Timbuctoo—E. D. Kilburn.

cartons which are something of a novelty to the trade. The new company will establish agencies in the principal cities throughout the United States.

The C. M. C. Electric Sales Company of Indianapolis, Ind., has been formed as a manufacturers' agency, with A. I. Clifford as president. Mr. Clifford was formerly manager of the Luxam Elec-

trical Supply Company, Fort Wayne, Ind. Other officers are A. L. Clifford, former electrical salesman, as vice-president; C. F. Mallahan, a widely experienced electrical salesman, especially in the appliance line, as secretary, and A. L. Strong as treasurer.

M. C. Osborn has recently become associated, as utility representative, with the Gillespie-Eden Corporation, manufacturers of the Eden electric washer, at the main office of the company in New York City. Mr. Osborn is a past-president of the Northwest Electric Light and Power Association and was formerly sales manager of the Washington Water Power Company at Spokane, Wash.

The Ajax Electric Specialty Company of St. Louis has increased its capital stock from \$15,000 to \$100,500.

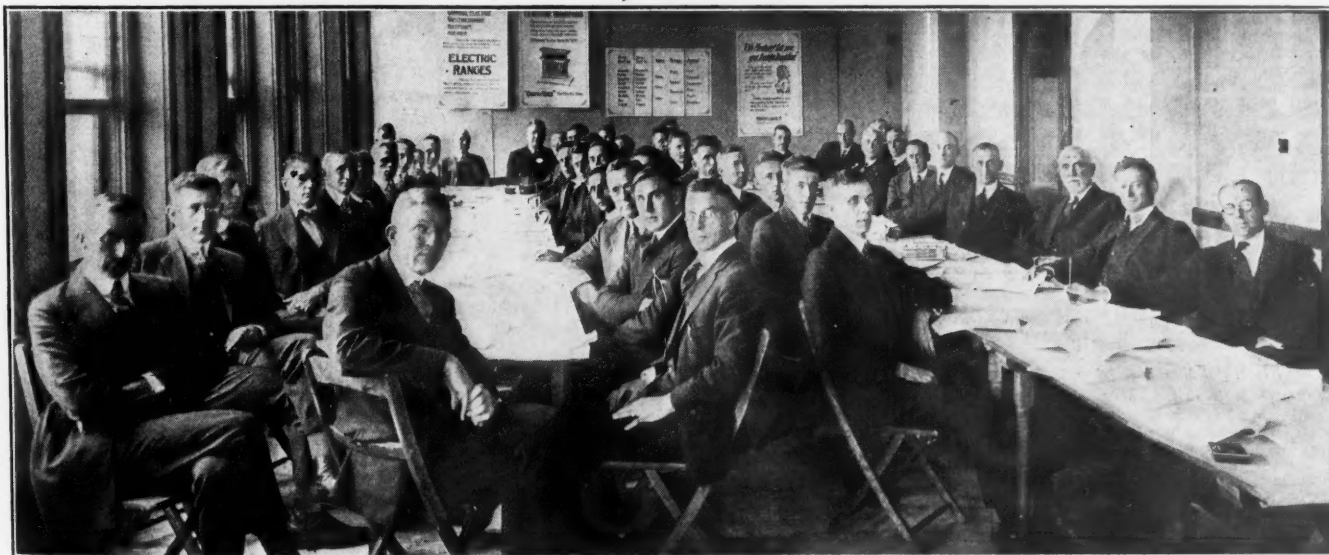
J. J. Raftery has been appointed sales manager of the Alpha Electric Company, Inc., 151 West Thirtieth Street, New York City. Mr. Raftery was for a number of years with the Western Electric Company in New York City and also with S. W. Farber, Brooklyn, N. Y.

J. D. Mooney, formerly assistant to the vice-president of the General Motors Corporation of New York, has been appointed general manager of the Remy Electric Division, General Motors Corporation, Anderson, Ind.

The Appleton Electric Company, Chicago, has just issued bulletin 14, consisting of eight pages, in which is listed a complete line of solid and sectional switch boxes with bevel and square corners, for loom and flexible conduit, also for  $\frac{1}{2}$  in. and  $\frac{3}{4}$  in. rigid conduit.

(Continued on page 274)

## Stone & Webster Commercial Agents Discuss Merchandising Topics at Boston



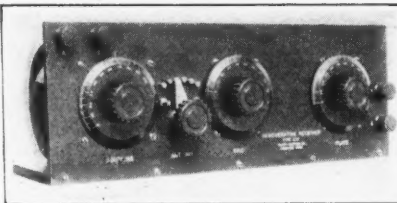
The commercial agents of the various Stone & Webster companies were brought together in convention at Boston for the first time on Tuesday, Oct. 5, the fifty delegates in attendance representing all but two companies. Division Manager H. T. Edgar presided over the two-day session and the following officers made effective talks, covering special phases of the utility business: Edwin S. Webster, president; Russell Robb, senior vice-president and treasurer; Henry G. Bradlee, senior vice-president and secretary;

Frederick R. Royce, vice-president; Henry B. Sawyer, vice-president; Henry H. Hunt, vice-president; Howard L. Rogers, vice-president. C. W. Kellogg read a paper on the sale of securities by the local company; H. A. Lemmon talked on newspaper advertising; H. J. Pettengill, Jr., on the general principles of merchandising; and G. E. Quinan on the cost of supplying service. A paper from A. S. Nichols, relating to store and shop display, was also read. H. J. Gille discussed co-operation with the electrical contractor.

### Regenerative Receiver

From *Electrical Merchandising*, November, 1920.

A small coupler or receiving transformer, a variometer connected in the grid circuit and a variometer connected in the plate circuit, together with a grid condenser and grid leak, are the features of the new type ZRF wireless receiver placed on the market by the Clapp-Eastham Company, Cambridge, Mass. The panel is of  $\frac{3}{4}$ -in. bakelite and is 14 $\frac{1}{2}$  in. long and 5 $\frac{1}{2}$  in. high to match detector and amplifier panels put out by the same company.



### Battery-Charging Outfit

From *Electrical Merchandising*, November, 1920.

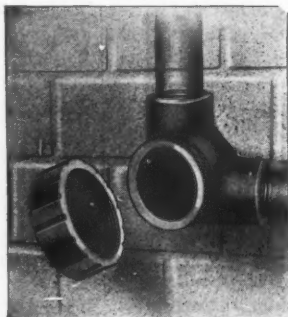
A new ten-battery charging set of 600 watts rated capacity is being marketed by Hobart Brothers Company, Troy, Ohio. It is equipped with ball bearings and the switchboard, with ammeter, pilot lamp, field rheostat, fuses and switches, is mounted on top of the set. The output is 10 amp., 6 volts to 70 volts; the weight is 300 lb. The set is made for floor or bench mounting only.

### Metal Cutout and Switch Box

From *Electrical Merchandising*, November, 1920.

A metal cabinet to be used for inclosing cutouts and switches has been placed on the market by the United Metal Box Company, 514 West Forty-sixth Street, New York City. The feature of the box is the patented door construction, the door being interlocked with the box and spot welded, so that it can be swung open and shut without having any hinges of the usual riveted type. It is drilled for mounting and has knockouts to facilitate wiring.

The cabinet makes a practically dust-proof inclosure for the cutout or switch, for when the door is closed the marginal flanges fit over the body walls of the box very closely. Owing to its construction, the door, when being opened, hugs the box closely where it is hinged, permitting a minimum opening where the box is set into the wall.



### Acoustic Stand for Telephone Receiver

From *Electrical Merchandising*, November, 1920.

An acoustic stand for the receiver of a telephone, invented by Byron E. Chapin, 412 American National Bank Building, Oklahoma City, Okla., enables a person to receive messages in comfort without the necessity of holding the telephone receiver to the ear while telephoning.

The telephone receiver rests on top of the acoustic stand, with its diaphragm directly over a tube opening in the center of the stand. This tube is connected with a flexible tube that terminates in branch tubes and ear pieces, which may be hung in the ears while phoning, thus leaving both hands free for making notes of the conversation. The device is not attached to the telephone mechanism in any way, the receiver merely resting on the acoustic stand as long as needed.



### Angle Fittings for Conduits

From *Electrical Merchandising*, November, 1920.

A galvanized weatherproof fitting for outside conduit construction for use where a neat, short right-angle turn is necessary has been developed by the Utility Fittings Company, 812 Walnut Street, Philadelphia. This fitting can also be used for a pull box. It has a smooth interior with well-rounded corners to enable passage of wires without injury. The threads for the closure cap are on the outside of the fitting.

### Candy Maker's Chocolate Heater

From *Electrical Merchandising*, November, 1920.

The Cutler-Hammer Manufacturing Company, Milwaukee, is introducing an improved electric heater for melting chocolate used in making candy. As this work requires a constant definite temperature, a low heat is provided which exactly maintains the required temperature. A medium and a high heat under control of a snap switch are used when new supplies of chocolate are introduced. The three heats provided are 55 watts, 110 watts and 220 watts. The weight boxed is 17 lb., and the capacity is 6 qt. or 15 lb.

### Automobile Headlight Lens

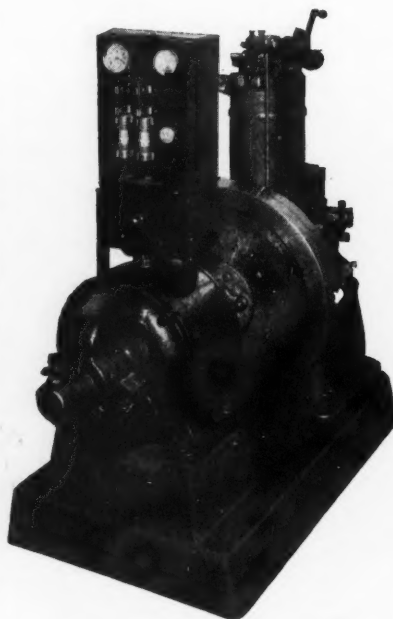
From *Electrical Merchandising*, November, 1920.

To give maximum light on the road with minimum glare in the approaching driver's eyes and to protect the lamp bulb and reflector from breakage were the two objects in designing the "Safetee" automobile headlight lenses of the Super-Glass Company, State Road and Van Kirk Street, Wissinoming, Philadelphia. The lens consists of two pieces of glass between which are two pieces of pyralin, the upper piece of pyralin being opaque and the lower transparent, the whole being welded together. The result, according to the maker, is a beam-intensity of 68,000 candlepower on the road and only 1,370 beam-candlepower in the approaching driver's eyes.

### Bus Switch with Removable Insulator

From *Electrical Merchandising*, November, 1920.

To enable quick replacement of a defective or broken insulator, the Delta Star Electric Company, Chicago, has designed an easily assembled bus-type disconnecting switch. By inserting a wrench in the opening of each end block the holding bolts can be backed off, the insulator removed and a new one quickly inserted. This is accomplished without removing the switch proper from the bus structure.



### Oil-Engine-Driven Farm Electric Plant

From *Electrical Merchandising*, November, 1920.

For operation on thin crude oil, kerosene and low-grade fuel oil down to 28 deg. Baume, a farm-lighting plant has been designed by the Petroleum Engine & Manufacturing Company, Insurance Exchange Building, Chicago.

The outfit consists of a 3-hp. vertical engine, a Westinghouse Electric 1.5-kw. generator and control panel and a storage battery. The engine and generator, flexibly coupled together, are mounted on a rigid cast iron sub-base and the control panel is mounted upon the generator frame.

The fuel tank is in the base of the engine, whence the fuel is pumped to a small compartment on top of the fuel ejector. A needle valve within the fuel ejector allows just the correct amount of fuel to pass into the fuel cup.

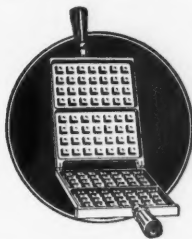
What's new on the market? These pages will tell you. 



**Table Stove with Waffle Iron**

From *Electrical Merchandising*, November, 1920.

A waffle iron, made of aluminum, 5 by 6 in., with ebonized wooden handles, is a new feature of the "Armstrong" table stove, made by the Standard Stamping Company, Inc., of Huntington, W. V. The double-heating elements of the stove are so arranged that the waffle iron can be slipped in between them, browning both sides at once without turning. The iron is said to make two waffles in three minutes after the iron is once heated.

**Concentrated Filament in Small Vacuum Lamps**

From *Electrical Merchandising*, November, 1920.

A spiral filament is used in the vacuum type lamp developed by the Paragon Incandescent Lamp Works, 70 West Fourteenth Street, New York City. This is the same type of filament commonly used in the larger gas-filled lamps. These lamps are made in 25-watt and 60-watt sizes for 110 volts, and in a 60-watt size for 220 volts. The bulbs are furnished in plain or daylight-tinted glass.

**Water Heater for Vessels with Pipe Outlets**

From *Electrical Merchandising*, November, 1920.

A heater has been designed by the Cutler-Hammer Manufacturing Company, Milwaukee, Wis., for application to water containers provided with pipe outlets, as these heaters fit threaded pipes of 1½ to 2 in. inside diameter. They are inserted through the walls of the vessel below the minimum water level.

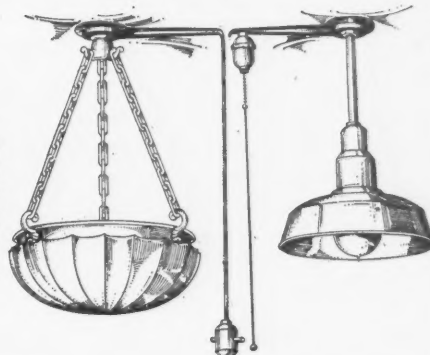
Where it is desired to have the heater separated from the container and installed in a pipe loop, this heater may be converted into a circulation type heater, if the user provides standard pipe fittings.

The heaters are made in capacities from 500 to 4,500 watts on standard commercial voltages. They may be used on hot water tanks, large glue cookers and paste kettles, sterilizers, stills and various laboratory apparatus.

**Switch Extension**

From *Electrical Merchandising*, November, 1920.

A switch extension for bringing the pendent switch or the pull switch clear of the lighting fixture has just been developed by the St. Louis Brass Manufacturing Company, St. Louis, Mo. The extension is in the form of an arm, made of steel, zinc plated and rust-proof, to be attached to the junction box or screwed to the ceiling. It is designed also to save wiring for wall switches.

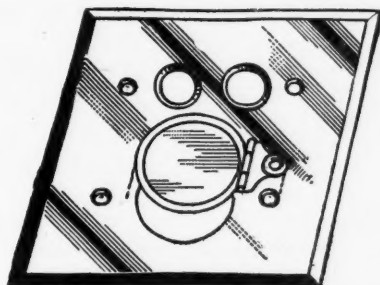
**Twenty-Ampere Heavy-Duty Receptacle**

From *Electrical Merchandising*, November, 1920.

A plug and receptacle has been developed by the Benjamin Electric Manufacturing Company, Chicago, for use with portable electrical devices requiring approximately 20 amp. on 125-volt circuits, though primarily designed for use with

32-volt farm-lighting plants. The receptacle is so designed that it will take either the 20-amp. heavy-duty plug or the standard 10-amp. parallel blade cap.

The receptacle contains double-spring contacts, so that electrical contact is made on both sides of the cap blades. The cap can be easily disconnected from the receptacle even when pulled at an angle. The receptacles are made for both flush and surface mounting.

**Combination Switch and Receptacle Plate**

From *Electrical Merchandising*, November, 1920.

A new type of combination switch and receptacle plate with removable door is being offered by the Peerless Light Company, Chicago. This plate is suitable for the old type No. 1908 receptacle or the new type standard flush receptacle the association makes. It is adaptable for use as a screw plug receptacle plate, a standard flush receptacle plate, for a right side outlet and for a left side outlet.

**Ice-Making Machine that Fits Any Refrigerator**

From *Electrical Merchandising*, November, 1920.

An ice-making machine, "Kofax Ice-king," that fits any refrigerator up to 250 lb., and which uses as a refrigerant either Kofalene, ammonia, sulphur-dioxide or carbon-dioxide, is now being marketed by Fred W. Wolf, 19 South La Salle Street, Chicago.

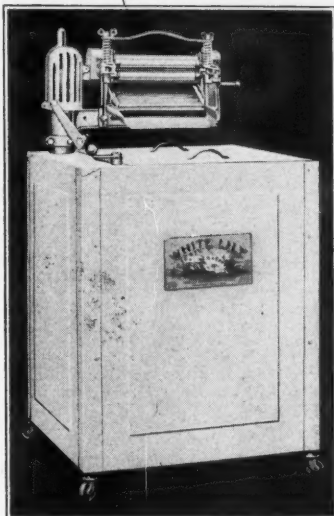
The compressor and air-cooled reliquefier are installed in the basement of the house and may be motor-operated on any kind of current, consuming about 200 watts. The machine consists essentially of the water tank in the icebox and the pump and reliquefying coil in the basement. The refrigerant, Kofalene, sprays into the coil in the water tank, causing the water to freeze, and is immediately pumped out of the freezing coil into the reliquefying coil which keeps the Kofalene tank full, thus completing the circuit. The machine is said to make more than 10 lb. of ice an hour.

The refrigerant, Kofalene, is a chemical compound of alcohols and is circulated hermetically sealed against loss by leakage.

**Washer with Enclosed Cabinet**

From *Electrical Merchandising*, November, 1920.

A white enameled rectangular cabinet, enclosing all working parts of the washing machine, is a feature of the new model "White Lily" clothes washer, made by the White Lily Manufacturing Company, Davenport, Iowa. Each side of the cabinet constitutes a panel which fits into grooves of the frame and is easily lifted, thus giving easy access to the working parts. The machine is mounted on large steel casters.

**Battery Charging Set for Garage Use**

From *Electrical Merchandising*, November, 1920.

A new battery-charging set for use in garages where electricity is not available, as in the isolated or "cross-roads" garage, has been developed by the Main Electric Company, Cleveland, Ohio. It is known as the "Main" battery charging set No. 2, and is similar to the No. 3 set made by the same company, but has only 500 watts capacity and will care for as many as ten 6-volt batteries at a time. It will also furnish current for up to twenty lights in such garages.

**Bench Drilling Stand**

From *Electrical Merchandising*, November, 1920.

A unit-type bench drill stand on which is to be attached an electric drill, which is adjustable for height and which may be swung from over its base to permit drilling in pieces too large to rest on the bench, has been placed on the market by the Black & Decker Manufacturing Company, Towson Heights, Baltimore, Md. The height from bench to top of column is 30 in., the vertical adjustment of the drill 12 in., the drilling radius 7 in., the vertical feed 4 in. and the net weight 70 lb.

File these items on 3 x 5 in. cards every month, to keep your stock index up to date.

## New Retail Electrical Stores

The Advance Electric Company, a new corporation at Terre Haute, Ind., will deal in electrical merchandise. The company is capitalized at \$50,000 and the incorporators are T. W. Cook, J. M. Schoonover and W. C. Stewart.

The Burhans-Moore Electric Company has opened an electrical shop at 29 Congress Street, Troy, N. Y., where it will engage in electrical contracting and dealing.

The City Electric Company has opened an office with sales and display rooms at 1000 Lee Street, Charleston, W. Va., under the management of J. W. Shiffman, an electrical engineer, formerly connected with the electrical inspection department of Cleveland, Ohio. The company also maintains establishments at Springfield and Cleveland, Ohio, and Huntington, W. Va.

Ye Electric Shop, at 177 Manheim Street, Germantown, Philadelphia, Pa., is the name of a new concern which deals in electrical appliances and supplies and automobile accessories. William C. Glemser is proprietor of the new shop.

The Home Electrifying Company, of Akron, Ohio, has been incorporated with 500 shares of capital stock, no par value, to operate a retail electrical store for the sale of supplies and household equipment. The incorporators are E. Burroughs, J. F. Sells, T. E. Stair, J. C. Fox and John W. Fox.

The Anderson-Newcomb Company of Huntington, W. Va., announces the addition of an electrical department to its store. The new department is in charge of W. W. Weston, formerly of New York City.

Hugh Barth is the new owner of "Hosey's Light House," Moundsville, W. Va., which was formerly owned by D. E. Hostutler.

The Wolf Electric Company, Columbus, Ohio, has been incorporated with a capital stock of \$50,000, to do retail selling at 440 South High Street. The incorporators are Ferd G. Wolf, G. H. Herbst, Frank Wolf, Barbara Wolf and F. G. Hoster.

A. Arnessen, Inc., a contractor-dealer concern, announces its removal from Court Street, Brooklyn, N. Y., to 118 Hamilton Avenue, Brooklyn. The company also announces the opening of a new branch at Norfolk, Va., in charge of Harry O. W. Holm, formerly of the Brooklyn office.

The Akron Electric Supply Company of Akron, Ohio, retailers in electrical supplies and equipment, has filed the necessary papers to increase its capital stock from \$50,000 to \$100,000.

The Pullen-Zoll Electric Company has opened a new retail electric shop at 215 Eleventh Street, Miami, Fla. The incorporators are Claude E. Pullen, Robert L. Zoll and Robert Henkel.

The C. S. Bigsby Company, Boston, has opened another new electrical store at 27 Eddy Street, Providence, R. I., with C. C. DeBruler as manager. It is an unusually attractive store with white walls, buff wainscoting and ceiling. No show cases, shelves or counters are used, but tables painted buff, with blue covers and trimmings, display the lamps and small appliances.

The Electric Sales Company, 214 Pine Street, Ranger, Tex., is a new concern which deals in light and power plants and electrical appliances of all kinds.

The Goller Hardware Supply Company of Egg Harbor City, N. J., is a new wholesale and retail concern handling a full line of hardware and electrical supplies and appliances. A. C. Goller, Sr., Mayor of Egg Harbor City, and his son, A. D. Goller, Jr., are the organizers of the company.



This old world is steadily growing better! We have just come across some encouraging figures in the official crime records of New York City comparing 1919 and 1918. Altogether there were two thousand less convictions for crime in 1919 than in 1918. Only one newspaper reporter turned criminal last year, compared with four convicted in 1918. Twelve stenographers went astray in 1919, against sixteen the year before. And in 1919 even the chorus girls and manicures led such blameless lives that no convictions are recorded. All of which evidence of a world growing better may induce O. B. Stubbs of Portland, Ore., who now apparently feels himself "on the fence," to give up any aspirations he may have had to escape to the big North Woods, and to return to the haunts of men and the habitats of the kilowatt.

The General Electric Repair Shop is the name of a new contractor-dealer shop opened by E. R. Mueller at 9142 108th Street, Richmond Hill, L. I. The concern handles household appliances besides doing contracting.

The Momora Sales Corporation, 30 Church Street, New York City, is a new concern incorporated with a capital stock of \$250,000 by A. F. Stillman, N. E. Betjeman and H. J. Edwards.

The Alderson Electric Appliance Company, Alderson, W. Va., is a new contractor-dealer concern recently incorporated by L. E. Collings, F. C., R. B. and L. E. Beadles, all of Alderson.

The Milner-Flower Electric Company of Buffalo has moved from its old location to Main Street and is now occupying the entire building at 9 U Terrace. The present plan of business of the Milner-Flower Company has been remodeled especially to accommodate its electrical appliance jobbing business, a feature of the building being a display room in the style of a modern residence, in which the various household devices are shown in their logical environments.

The Mohawk Electrical Supply Company, Syracuse, N. Y., has leased the Cox Building at 529-521 South Clinton Street, with option to buy. The new building is a six-story-and-basement steel-and-concrete structure, measuring 50 ft. front and 100 ft. deep. A large elevator capable of handling a truck fully loaded communicates with each floor. A. M. Little, president of the company, explains that the acquisition of the new building has been made necessary by the expansion of the concern's business during recent years and its plans for further expansion in the immediate future.

The Chain Electric Company, Inc., is the new name of the organization formerly known as the Arrow Electric Shops, Inc., according to information just received from Alexander Fisher of the company. The Chain Electric Company has its main office at 1121 St. Nicholas Avenue, New York City, with branches at 847 Westchester Avenue and 1368 Broadway, and deals in motors, household appliances and lighting fixtures.

The Hayes Home Appliances Company, with headquarters at 85 Broadway, Detroit, Mich., is the new name of the Hayes Electric Company. "We have always specialized in home appliances and the change was made to bring out that point, and to avoid the impression that we do contracting and wiring or handle chandeliers and fixtures," says President Charles E. Hayes, who also announces that the company would like to receive folders, circulars and catalogs from interested manufacturers. The four branches of the company are located as follows: 708 Genesee Avenue, Saginaw, Mich.; 141 Pearl Street, Grand Rapids, Mich.; 429 Detroit Street, Flint, Mich., and 417 Madison Avenue, Toledo, Ohio.



